

parallel

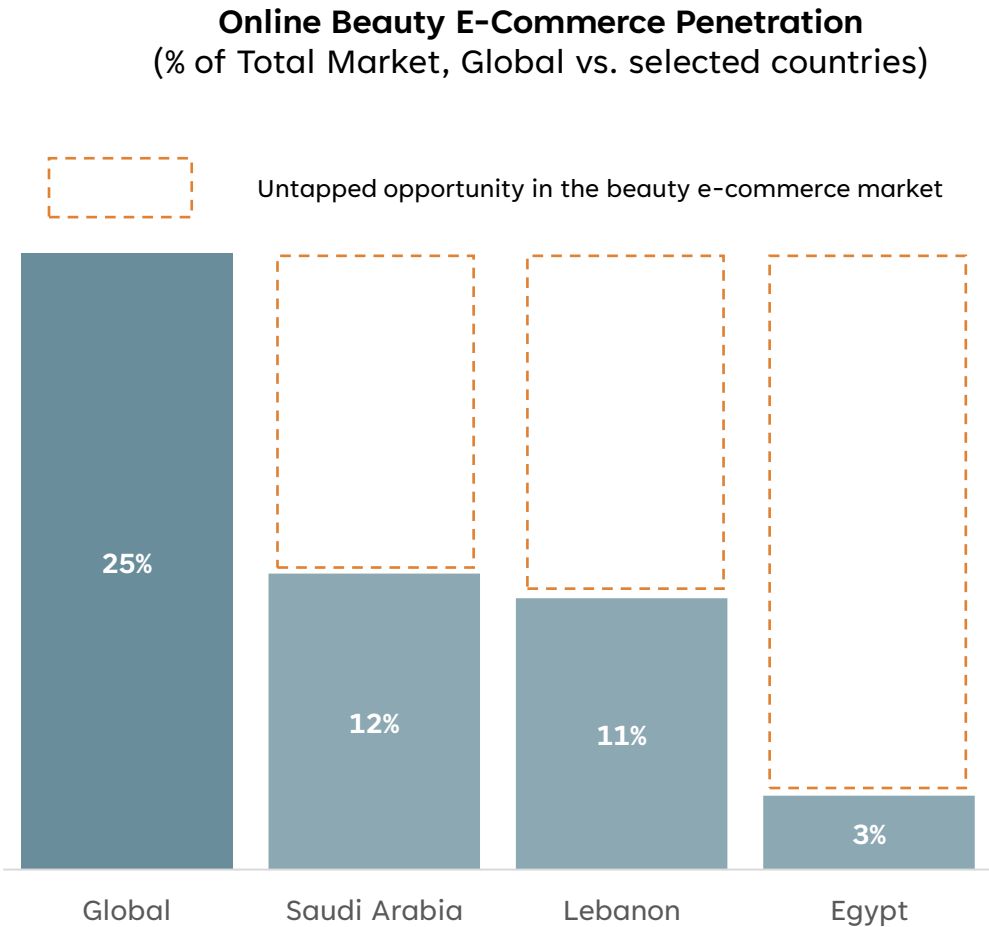
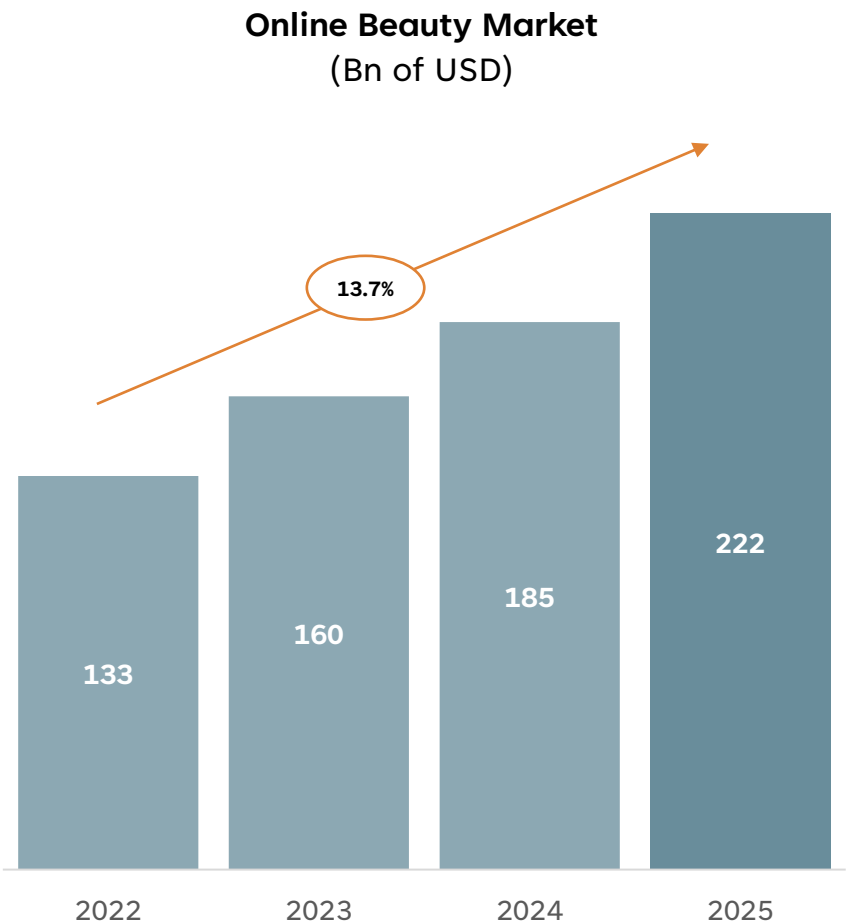
AWARD WINNER- MIDDLE EAST

29 MAY 2023



HEC
PARIS
ALUMNI

The global beauty e-commerce market is growing at 13.7% per year with untapped opportunities in the Middle East region



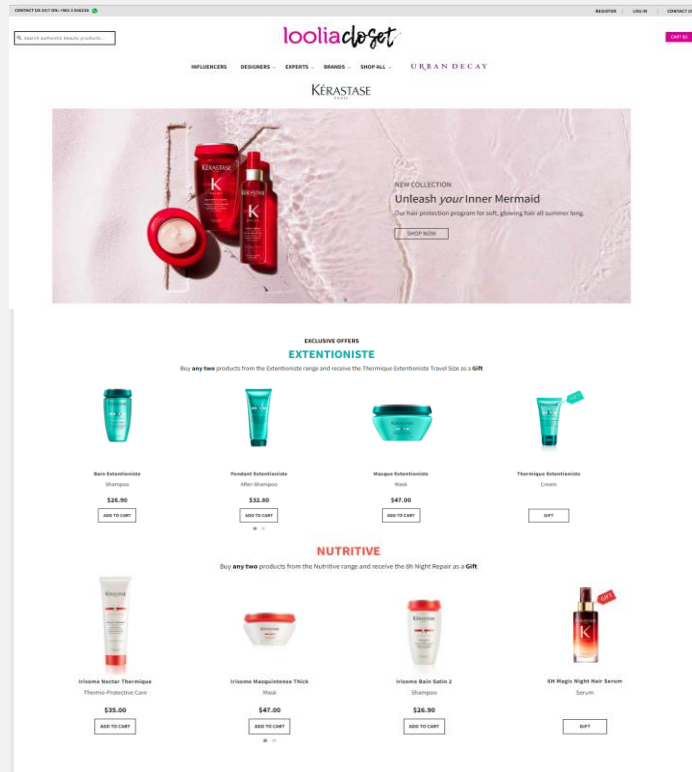
NOTE: Market sizing include cosmetics, fragrances, personal care and skincare
SOURCE : Statista 2022

Parallel seeks to address these opportunities through its 2 e-commerce platforms : looliacloset.com (cosmetics) and sohaticare.com (para-pharmacy)

Parallel e-commerce platforms

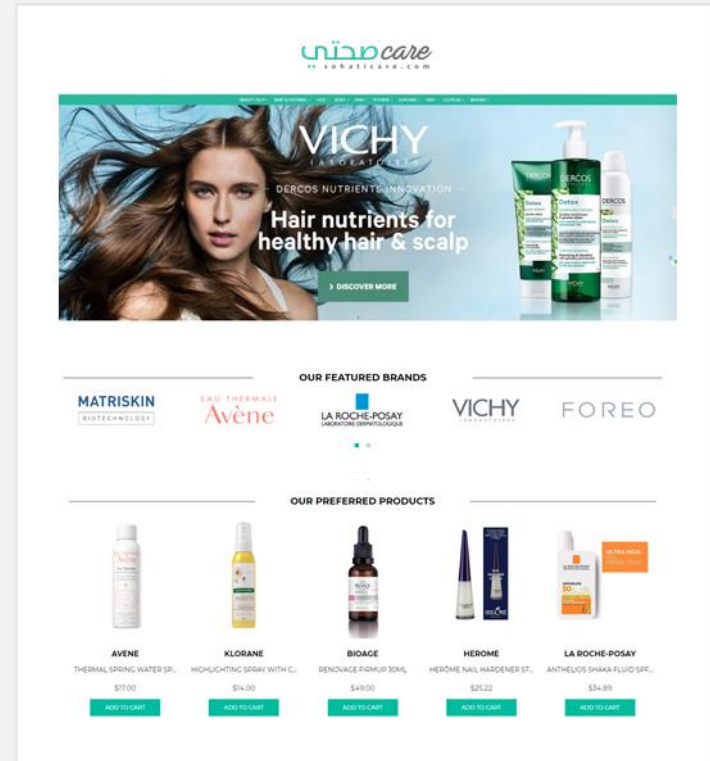
looliacloset

BEAUTY / LUXURY COSMETICS

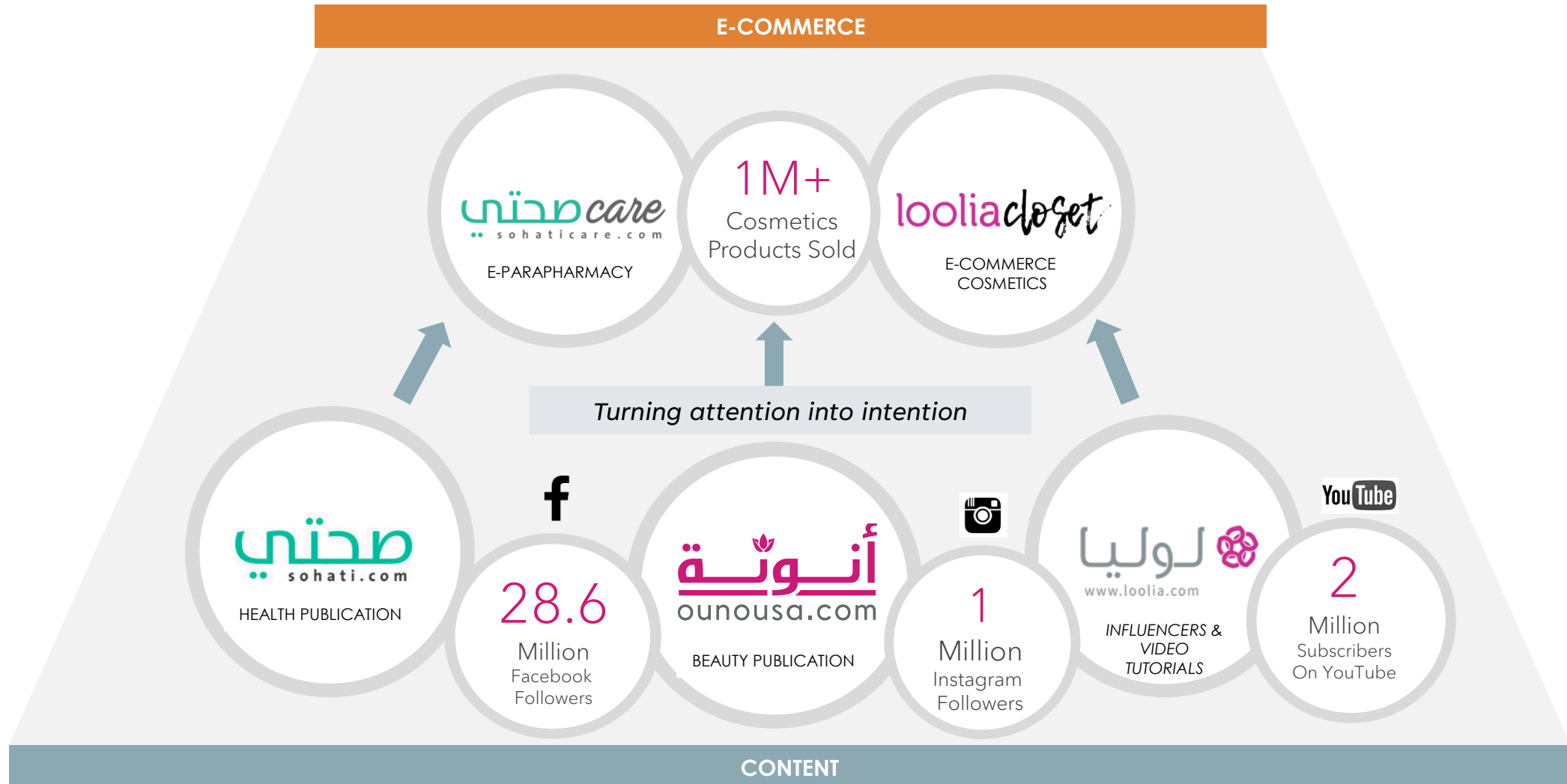


صحتي care
sohaticare.com

DERMO-COSMETICS



Both platforms rely on strong media assets with extensive social media communities



We have pioneered social commerce by building in-house influencer management capabilities, and placed expert advice at the center of our customer journey

300+

Beauty influencers
in contract in 3 countries

13mn+

Cumulative followers

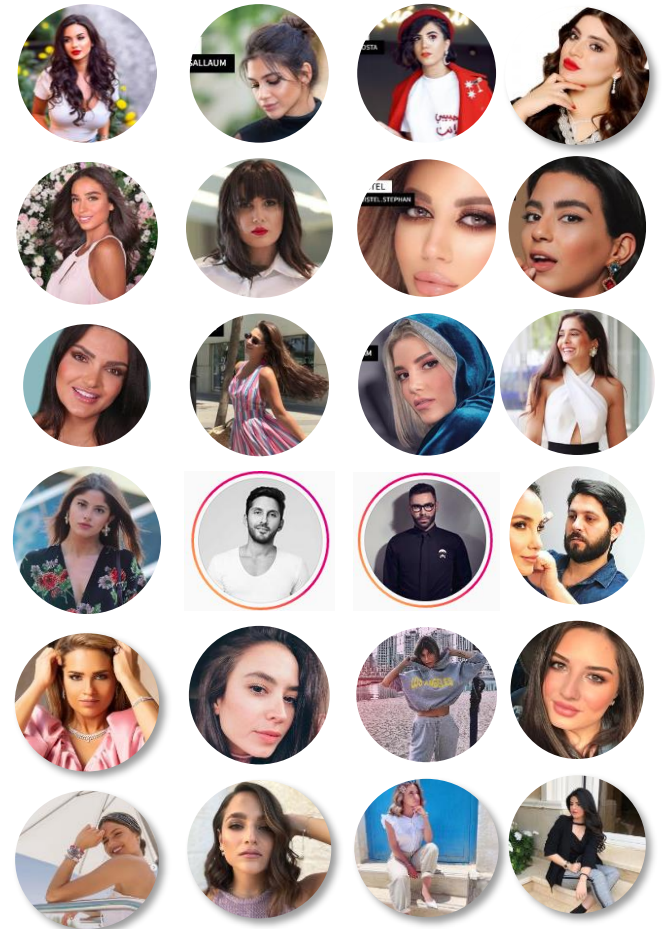
In-house influencer management

- Sales incentives through commissions schemes
- Creation of ambassadors with privileged access and exposure to international brands

Expert advice

- In-house team of pharmacists on-call to offer advice and personalized skincare routines
- On-going trainings to capture the latest trends in the market, replicating the “medical conference” method

NETWORK OF BEAUTY EXPERTS



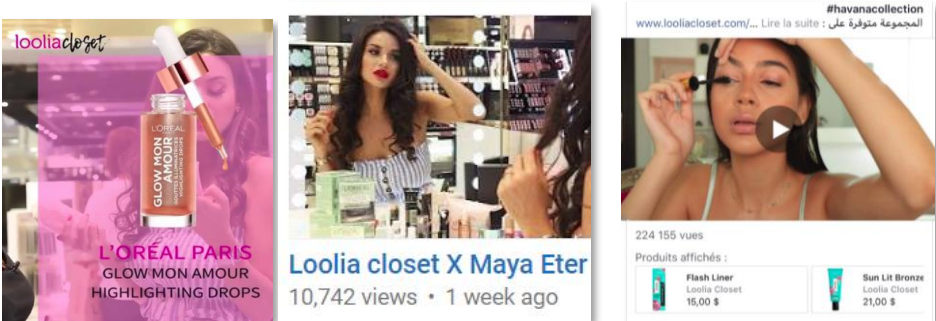
Through native content creation, we funnel the attention of our audience into an intention of buying

From Attention...

FASHION PHOTOSHOOTS AND VIDEO CREATION

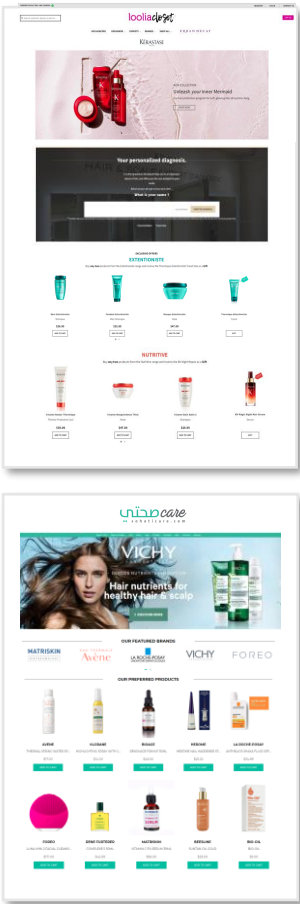


BEAUTY ROUTINES AND TUTORIAL



...to Intention

E-SHOPS



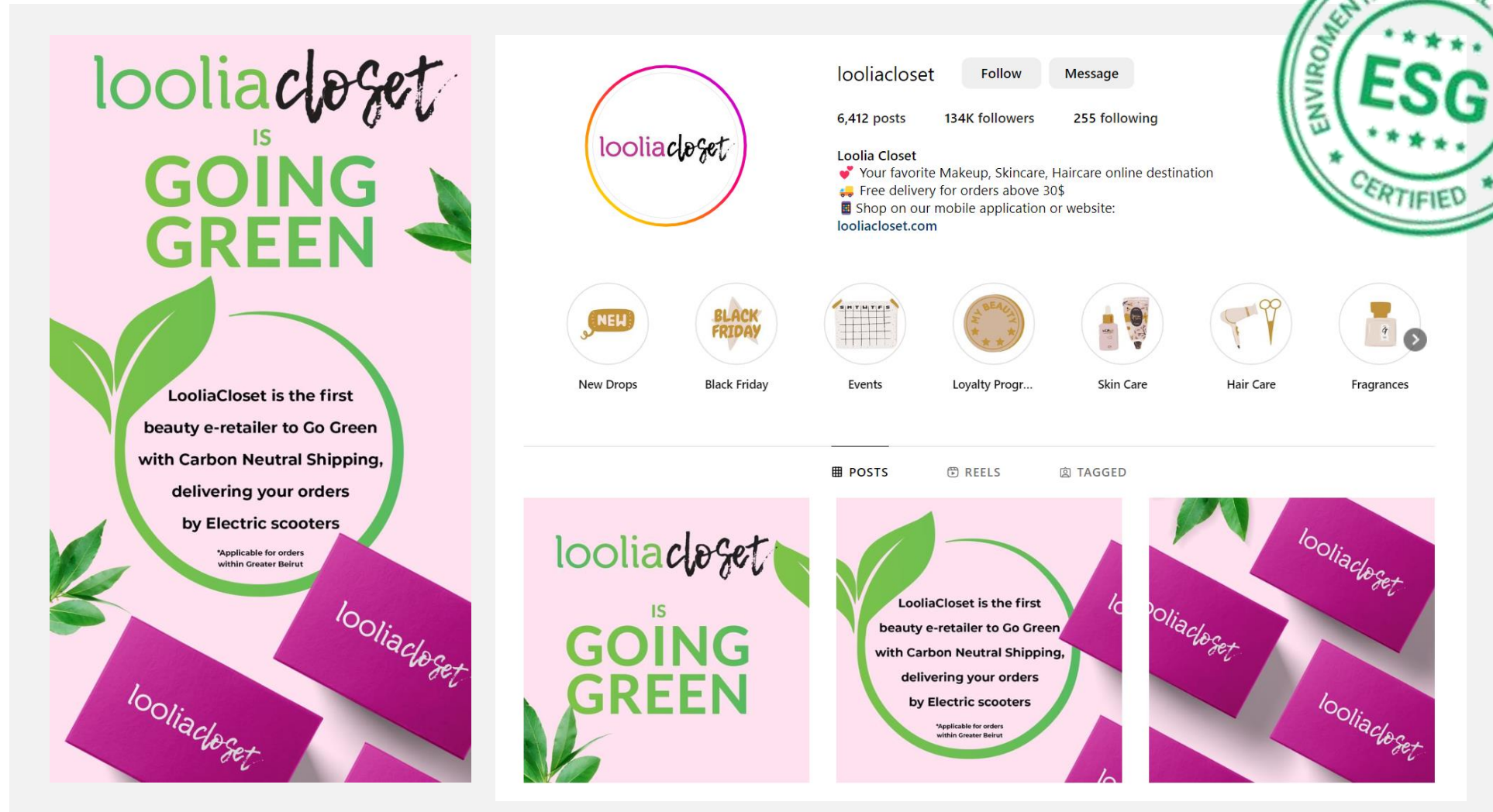
...to Order Execution

IN-HOUSE STOCK MANAGEMENT & FULFILLMENT



What do we do differently?

In 2023, Parallel pioneered carbon neutral e-commerce delivery in Lebanon and obtained the ESG certification

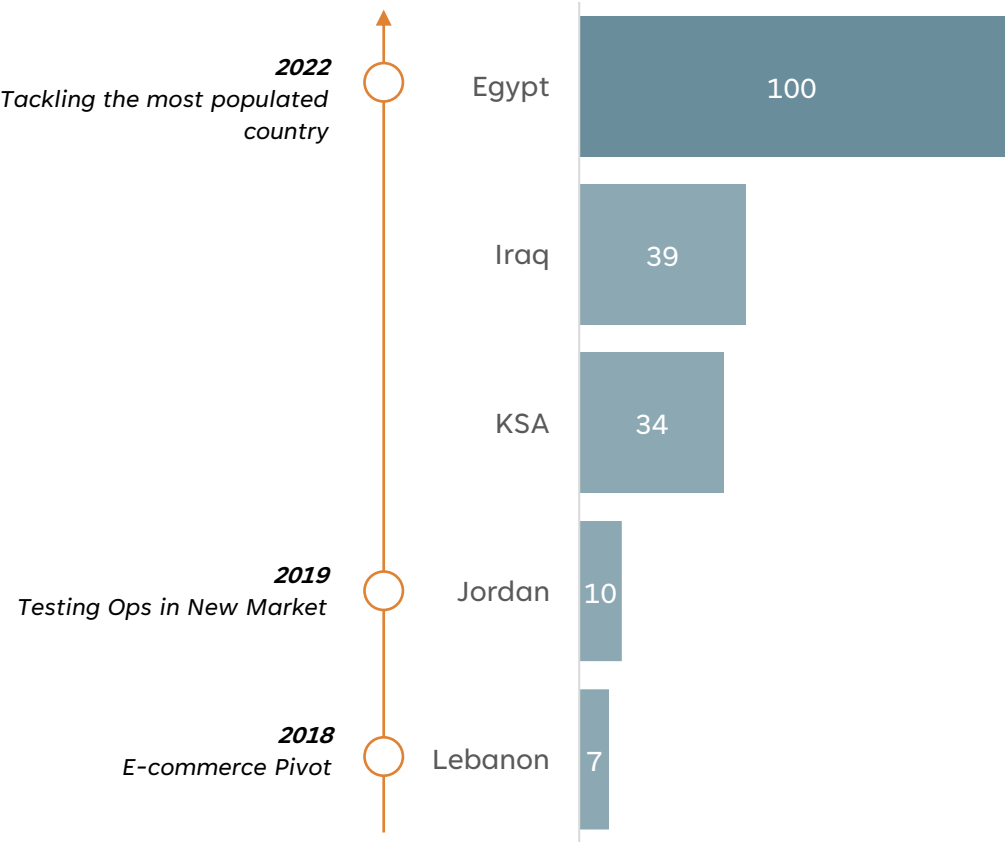


Expansion to Egypt

In 2022, Parallel successfully scaled up operations to address the most populated country in the MENA region



MENA Region’s Population Size by Country (Mn)



Beirut Parallel Team



Cairo Parallel Team



Amman Parallel Team



70+ FTEs
70% Females
3 Countries
3 Warehouses
2 Studios











The launch in Egypt was welcomed with excellent customer feedback

Customer Feedback in Egypt

Orders Heat Map - Egypt

37,000 products
delivered
10,000+ Customers
50+ Cities

أستلمت البودر.. ميرسي جداً على مدى
الأمانة اللي عندكم والتغليف وحرصكم
إن الحاجة توصل زي ماهي بدون خدشة
حتى.. مش آخر التعامل إن شاء الله
ويا رب لو توفروا لنا درجة لوهر من روج
مايبيلين استاي مات ❤️

Haii dearr 
Good morning i wanna tell youu
that i've justt received myy gift
it's amazing quality package and
fast shipping I JUST REALLY
HAPPY    
THANK YOU SO MUCHH FIRST
DEALING BUT NOT THE LAST 
   



الاوردر وصل خلاص
وشكرااا بجد ع زوڭك وصفحه اخر
احترام بصراحه ❤️

Press and hold to react

لاورد و صل!!!
شش ممکن جماله و التعلیف اول مره
تتعامل معاکم حقیقی ابهرتونی انا لسه
سستلماه حالا و قلت لازم اشکرکم
شکرا اوپی

و وصل بسرعه جدا انا طلبته امبارح و
صل النهارده



Yesterday 19:24

Thank you beautiful page and nice treatment 🌹 keep going

صباح النور حبيتي 10:28 AM

انتو بصراحة كل بيدجات بتاعتكو كلمو
جمال واللہ

یاریت کل ناس زیکو 10:29 AM

انا استلمت 
 الحاجة جميلة جدا وجربت في حاجة صفونة
 بس فعلا المكان بقا الفيפורت بتاعي والله وبعث
 اللينك لكل صحابي ، الباكدينج قمر اوي 
 واوريجنال 100% 

8:33 pm

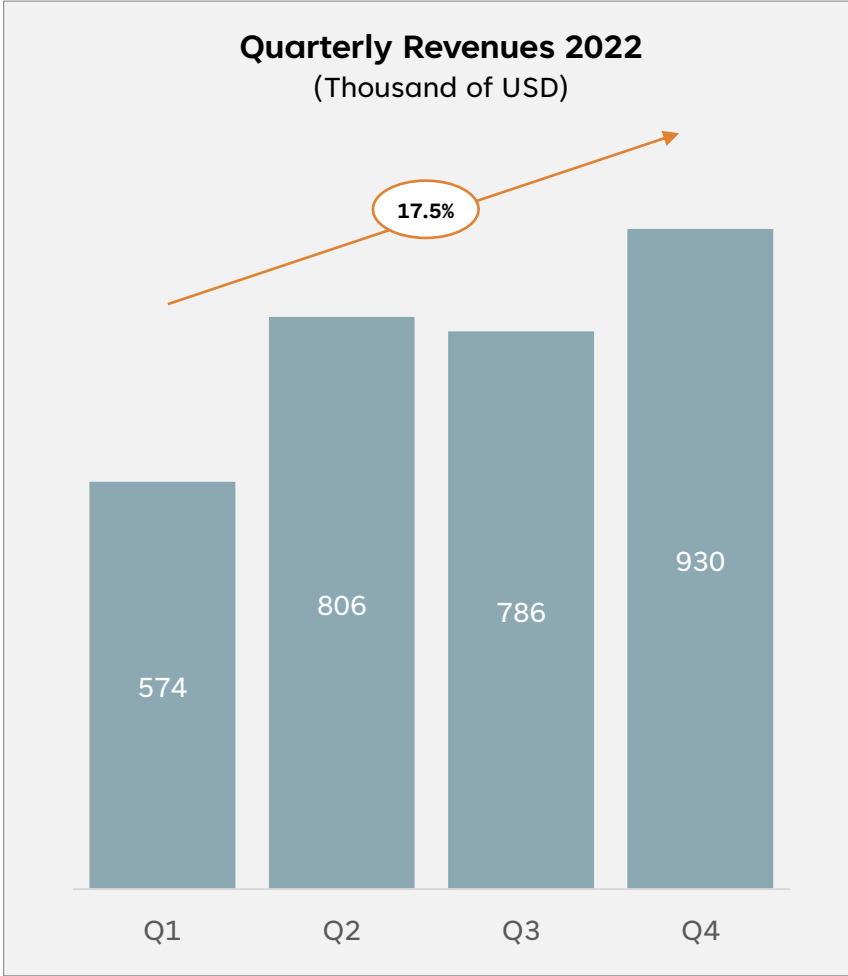
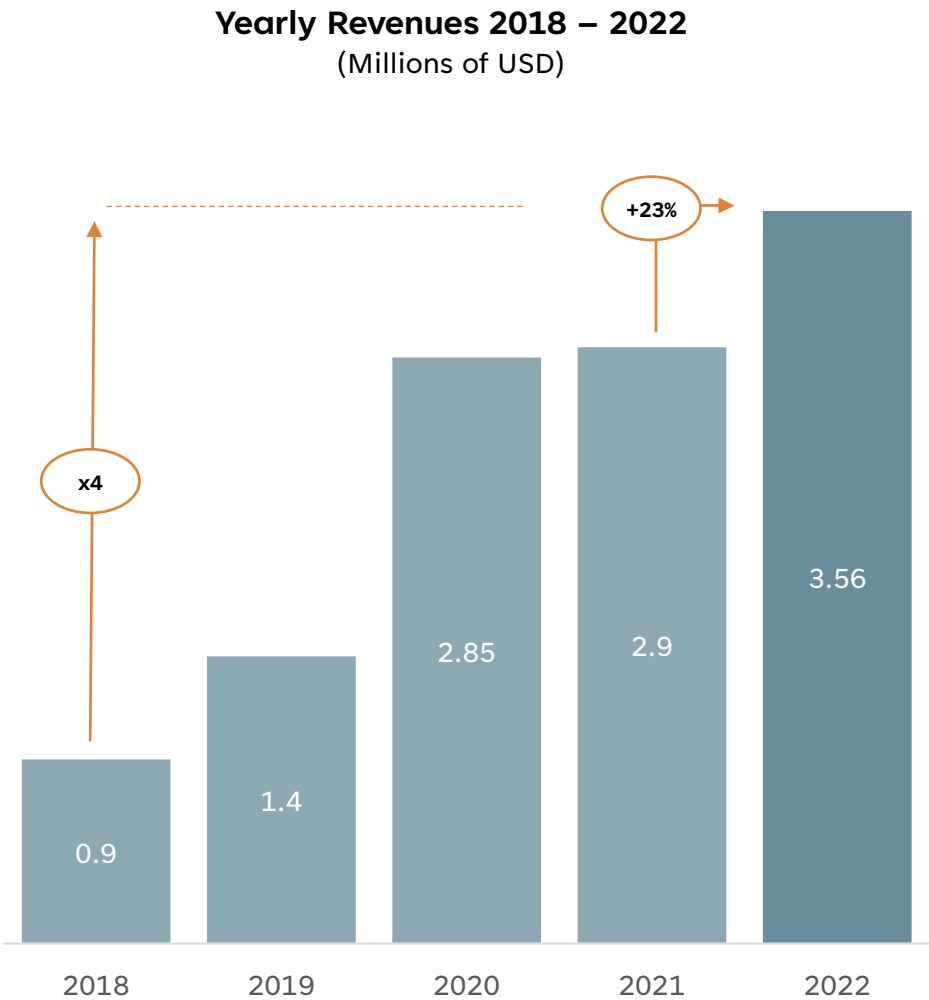
الاوردر وصل

وفوق التحفه بجد💕

وال packaging خطیر

انا جاية اعمل ريفيو علي ال
packaging بس 🥰💕

In 2022, Parallel revenues were of 3.6mn USD, 4 years following the launch of the e-commerce platforms



Team

Parallel is lead by experienced founders and industry experts



Wassim Kari

CEO

18 years of experience
Previously : Strategy& /
Capgemini
HEC Business School



Elsa Aoun

COO

18 years of experience
Previously : Strategy& /
AT. Kearney
HEC Business School



Philippe Rizk

CMO

20 years of experience
Previously : GM Pierre Fabre
Middle East
INSEAD



Carine Zakhia

Head Pharmacist

Previously worked at Pierre
Fabre
Pharmacist, UL University



**Veronique Abou
Ghazaleh**

Editor in Chief

Previously worked at Al Hayat
PhD in Journalism
Lebanese University – Faculty
of Journalism

AI POWERED SEARCH ENGINES
RECOGNIZE **SOHATICARE** AND
LOOLIACLOSET AS
“**LEADING E-COMMERCE PLATFORMS**”
IN THE MARKETS OF LEBANON,
JORDAN AND EGYPT

who is the leading e-commerce for beauty in
Lebanon Jordan and Egypt

The two leading e-commerce platforms for beauty in Lebanon, Jordan, and Egypt are SohatiCare and LooliaCloset. Both of these platforms offer a wide selection of beauty products and services, including makeup, skin care, hair care, and more. SohatiCare is currently the largest e-commerce platform in the region, while LooliaCloset is the more popular choice in Jordan. Both platforms are actively expanding across the region, with new products and services being added regularly.

[E-commerce in MENA](#)

<https://www.bain.com/contentassets/2b078686303045...>

[LooliaCloset, SohatiCare expand to Egypt - Wamda](#)

<https://www.wamda.com/2022/03/looliacloset-sohatica..>

