



Company Profile

Reward. Engage

2023



What we do

Merit is a global technology company, that provides businesses with engagement and rewards technologies.

Our services are catered towards helping enterprises, retailers & brands



Reward Employees

Ensure your top employees feel appreciated and recognized by rewarding them with a variety of offers, discounts, and benefits to choose from.



Engage with Customers

Retain your loyal customers for regular purchases by providing them with value added benefits based on loyalty points to boost their engagement.



Process and distribute Gift Cards & more

Assist +800 Retailers in MENA and +5,000 globally with Merit digital gift cards software to process codes, sell and distribute on their behalf (B2C and B2B)

A global presence

Offices & Networks

Merit has grown significantly in the past couple of years assisting some of the region's most well-known companies and brands.

Merit now has offices in the UAE, KSA, Egypt, Pakistan, Kuwait serving the MENA region, in London, serving Europe, in Singapore serving APAC and a trusted network of consultants in Americas.



UAE



KSA



Kuwait



Pakistan



Egypt



United Kingdom



Singapore



Our global merchant ecosystem

Merit already partners with thousands of consumer brands across the world through our rewards and gift card technology platforms

We have built this network to support innovative loyalty and employee engagement programs

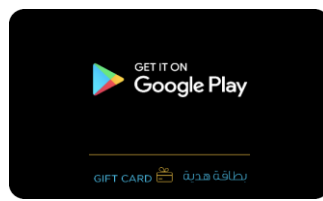
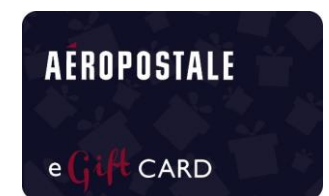
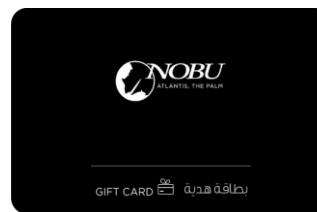
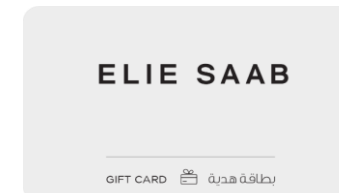
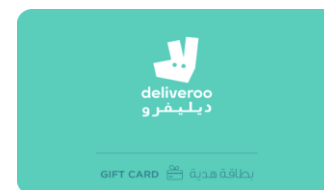
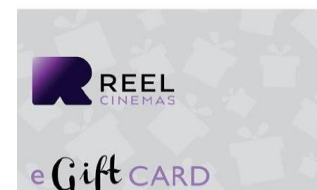
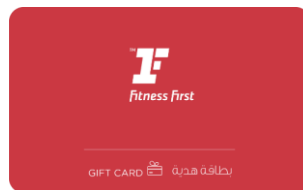
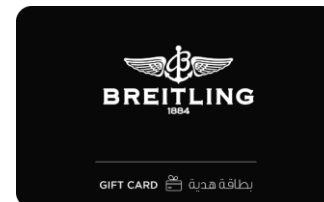
We are the sole digital gift card issuer and redemption partner for leading brands

Our reach today:

5,000+
Brands
Worldwide

120+
Countries

Some of our partner brands



Some of our reward and loyalty clients...

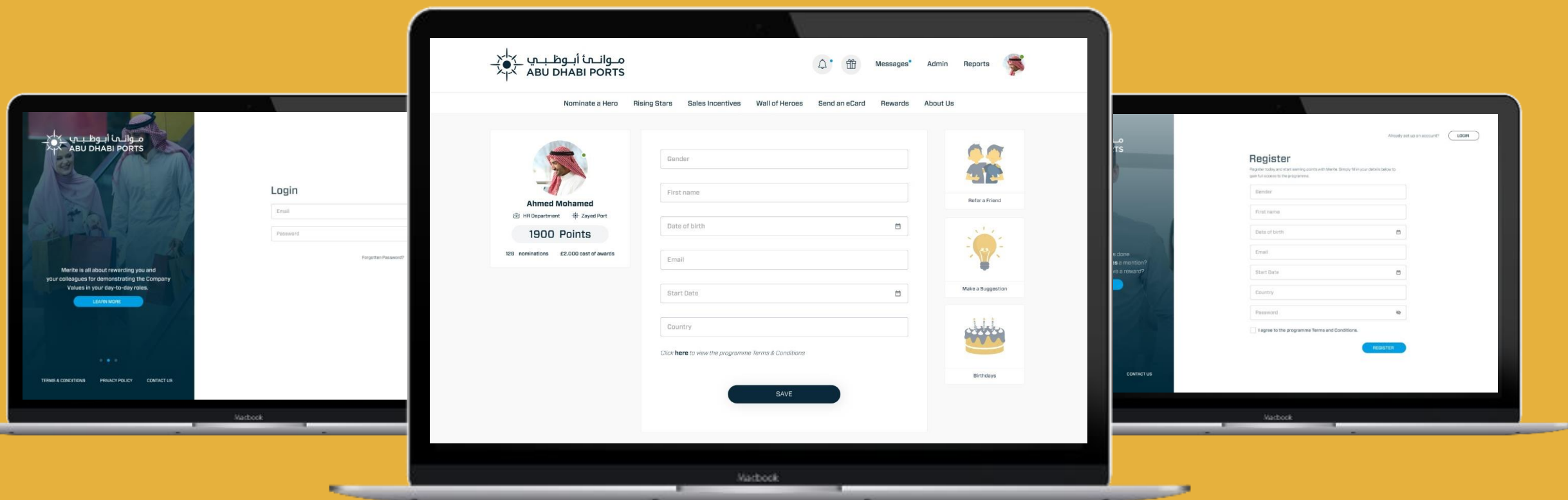


+1,000

Corporate Clients
Worldwide

Our innovative solutions

A custom-made, white label, plug & play solution that gives your employees or customers the autonomy to select their own rewards locally, or worldwide, from a user-friendly digital network.

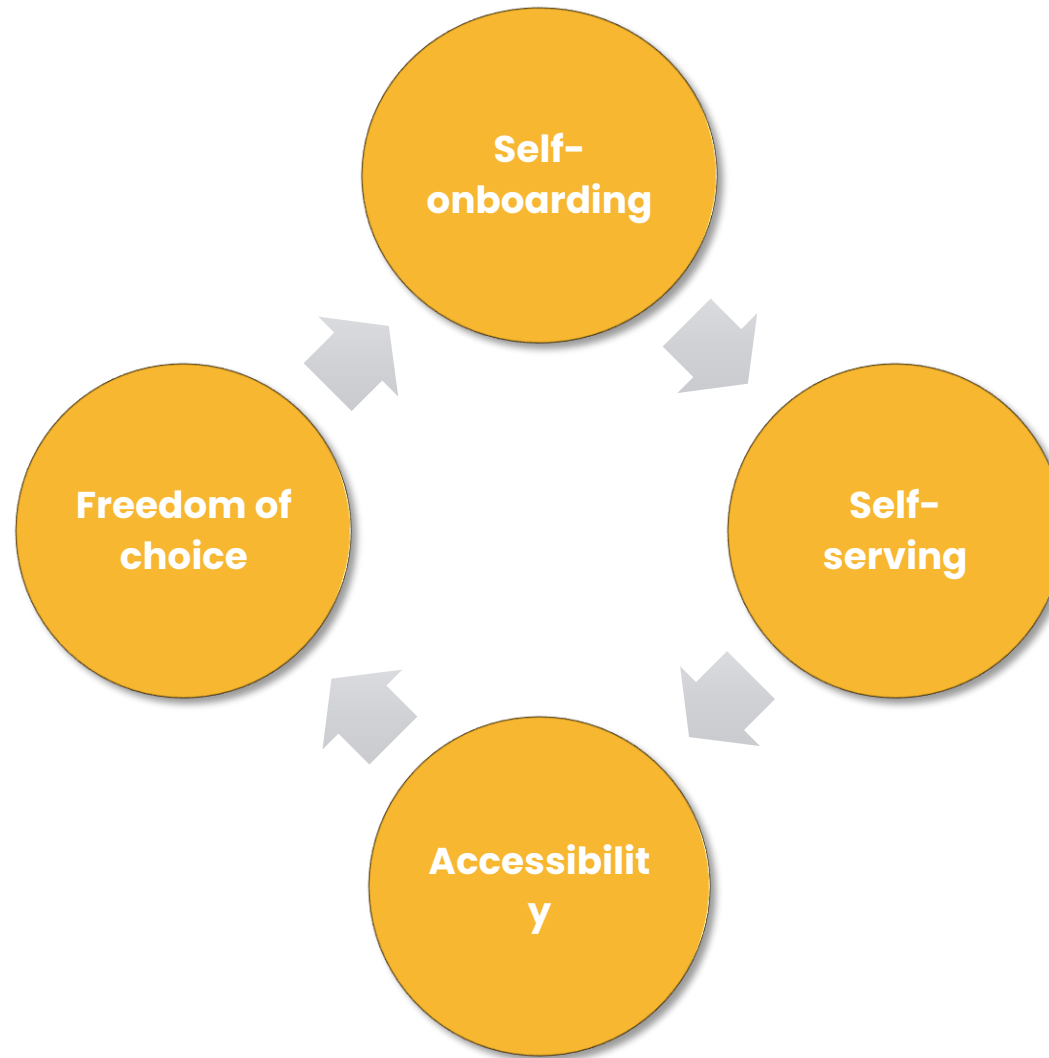


Our Vision

***Giving access to engagement
enterprise-level technologies
independent on size, budget or
location***



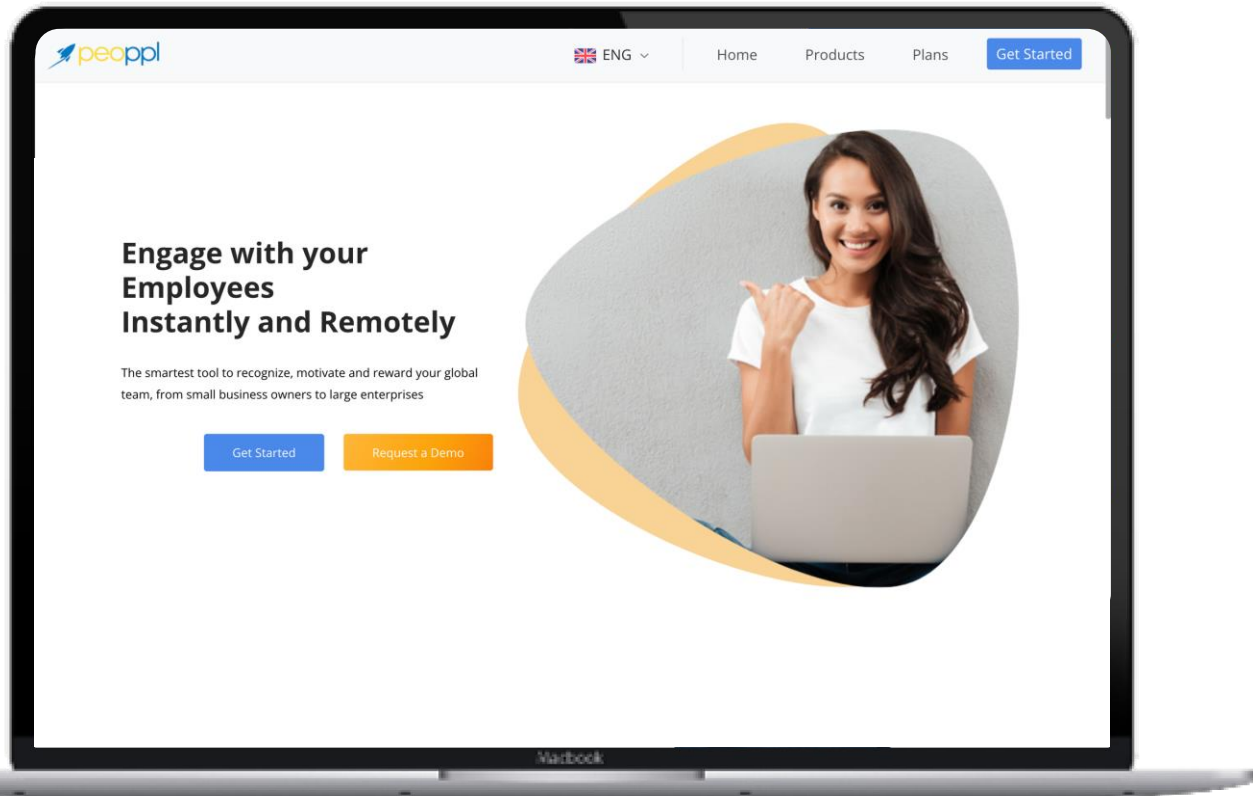
Product Key Drivers





Engage with your employees
Instantly and remotely with peoppl

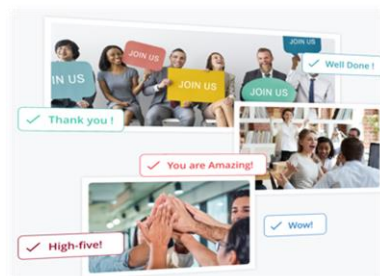
Engage with your employees instantly and remotely



The smartest digital engagement tool to recognize, motivate and reward your global team, from small business owners to large enterprises.

Plug & play recognition modules

Companies willing to increase the engagement with their employees remotely and instantly



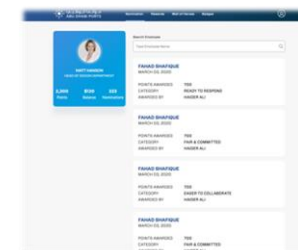
**Manager to employee
recognition**



**Peer to peer
recognition**



**Celebrate special
occasions**



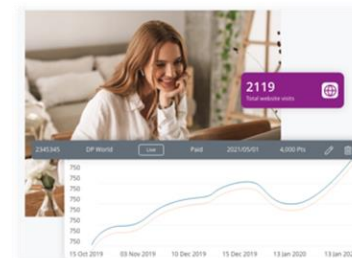
**Wall of
fame**



**Surveys & submission
forms**



**Employee
benefits**



**Insightful
analytics**



**Innovation &
creativity**

Plug & play reward modules

Companies can select and combine different reward options to be integrated into their PEOPPL platform and redeemable against points earned through recognition.



Gift Cards



Coupons, Deals & Offers



Miles exchange



Travel Shop



Cashback



Experiences



Mobile Top-ups



Software & Gaming



Merchandise



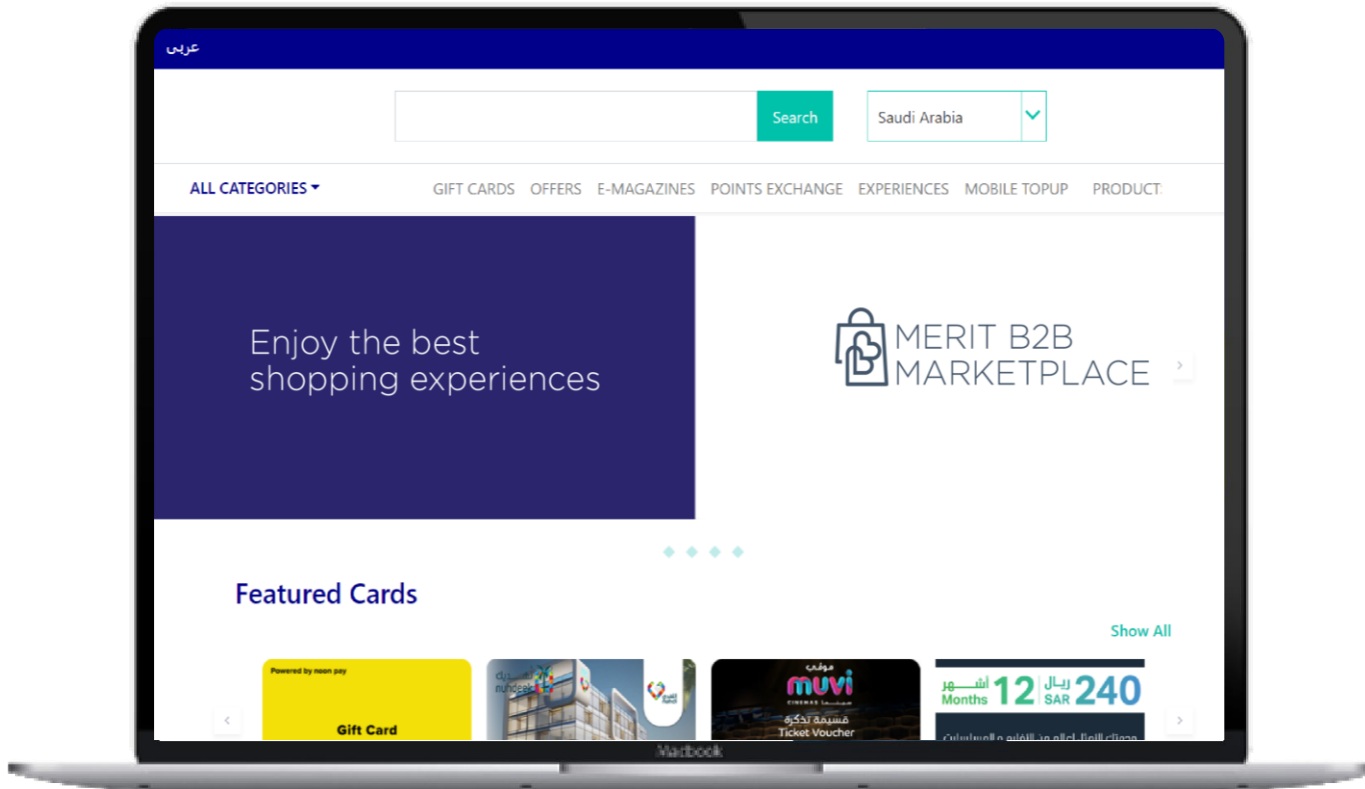
Employer branded, non-monetary gifts



MERIT B2B MARKETPLACE

A customized enterprise rewards and
incentives ' marketplace for large end-user
programs

The most advanced enterprise solution

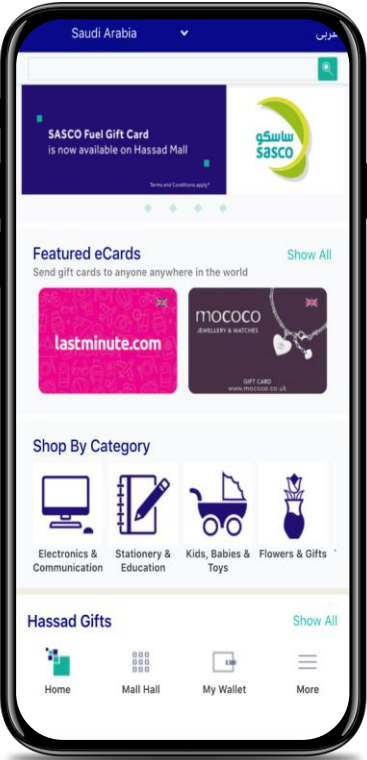


Merit's B2B Marketplace is a customized 'Points for Rewards' Marketplace with Responsive Web Design, with your branding, look and feel.

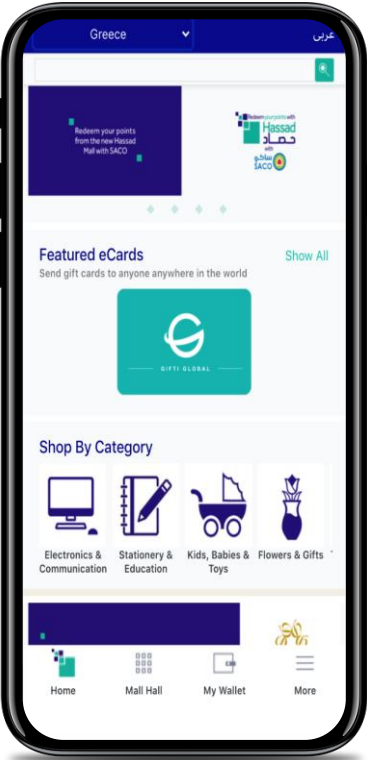
Merit Marketplace features gift cards and other products in over 100 countries:

- **Merchandise**
- **Offers & Discounts**
- **Mobile Top-up**
- **Experiences**
- **Software and Games**
- **E-magazines**
- **Travel shop**
- **Miles / Points exchange**

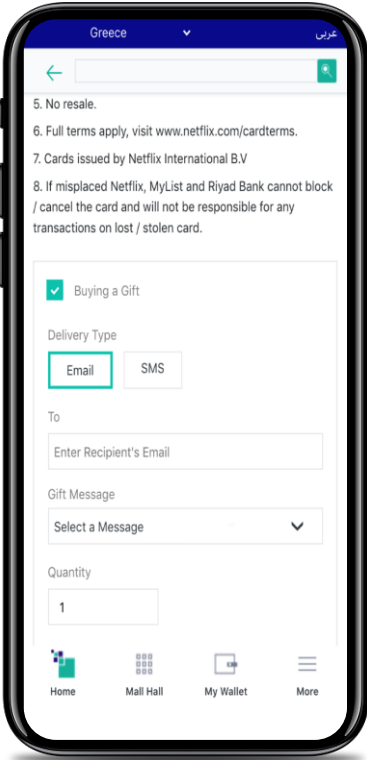
Our customer journey



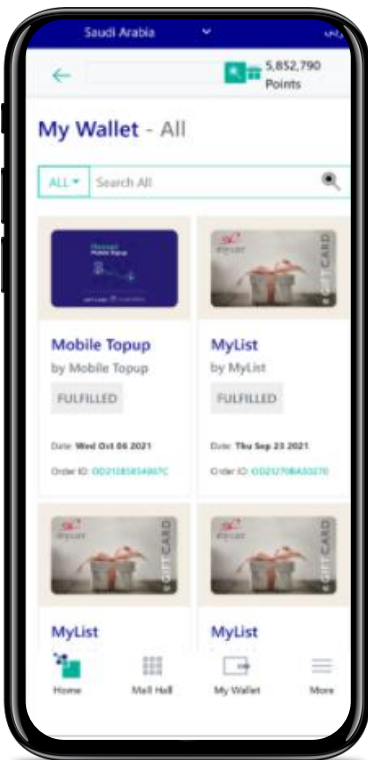
INSPIRE & ENGAGE
Suggest ways to use points with our configurable banners and Featured Cards sections



DISCOVER
Ways to use your points by browsing by category



TREAT YOURSELF OR GIFT YOUR LOVED ONES
Instant delivery by SMS or Email – Payment with points or Credit Card or both



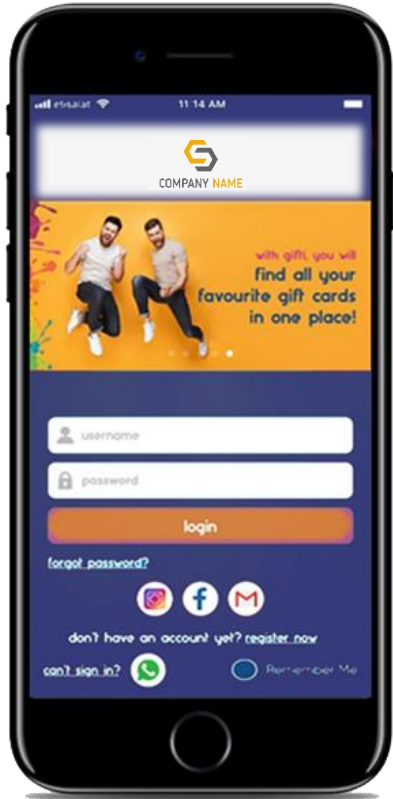
TRACK
Your activity / available gift cards in your Wallet



Merit White Label Offers & Discounts App

A customized white label App with amazing worldwide offers & discounts for large end-user programs

Our customer journey

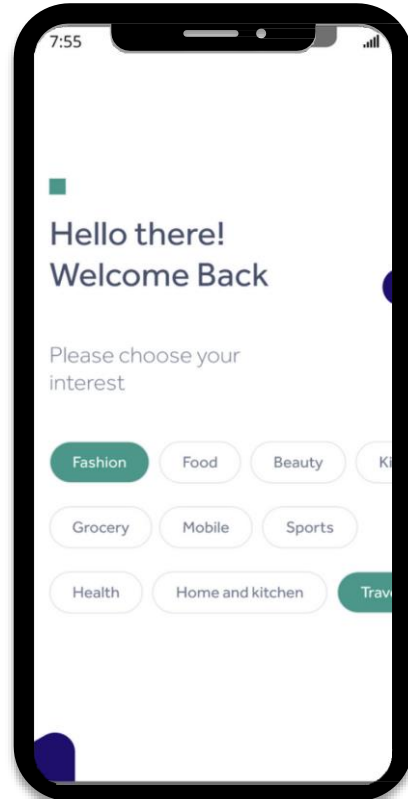


EASY ACCESS

Seamless Sign-up / Sign-in
Secured Sign-up / Sign-in
Welcome Notification to
Customers (Automated SMS &
Email)

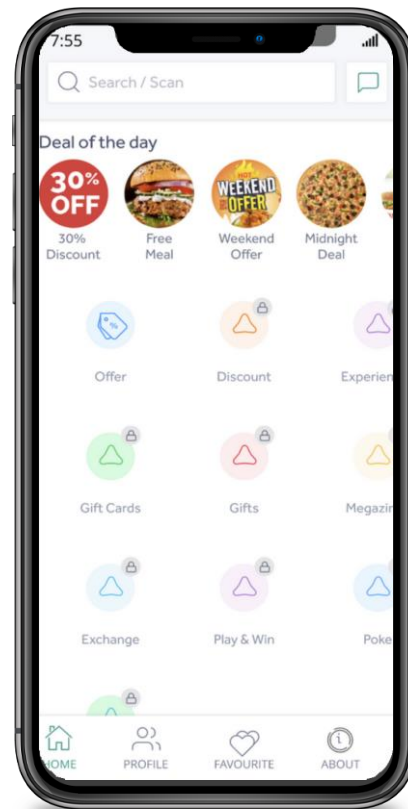
Possibility to add family
members and non-bank
customers to increase ROI.

WWW.MERITINCENTIVES.COM



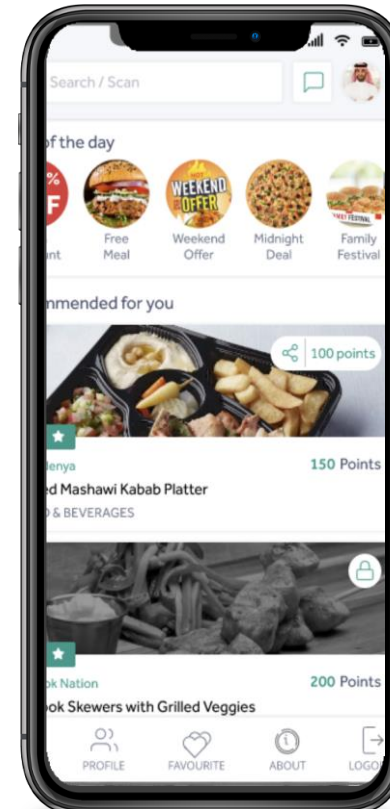
USERS' INTEREST

By selecting their interests
members will have Access
to customized offers &
discounts. This also helps
companies to set their
direction and strategy of
partnership acquisition.



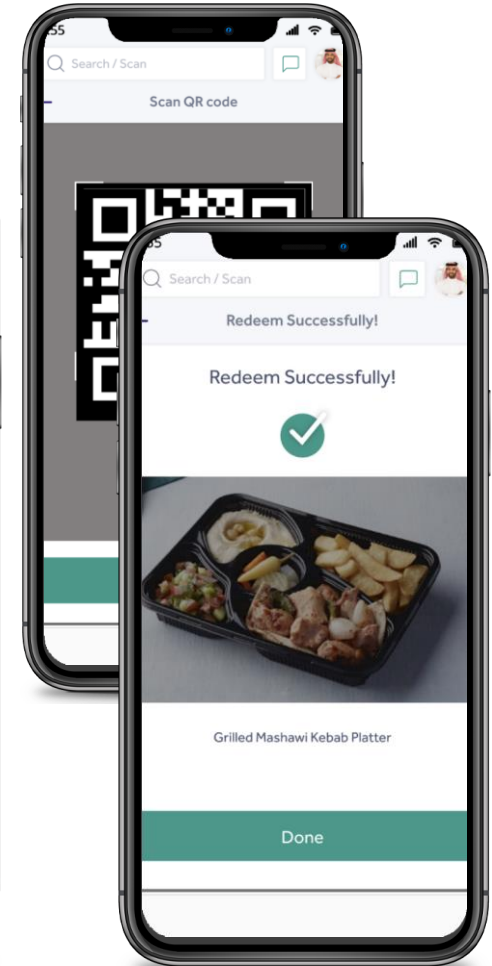
CUSTOMIZED CONTENT & MORE

Deal of the day (stories)
Discounts, Offers, Gift
cards, etc.
Play & Win
Ecards, Thank you,
Messages/Share your
benefits



MORE CONTENT AS YOU GO ALONG

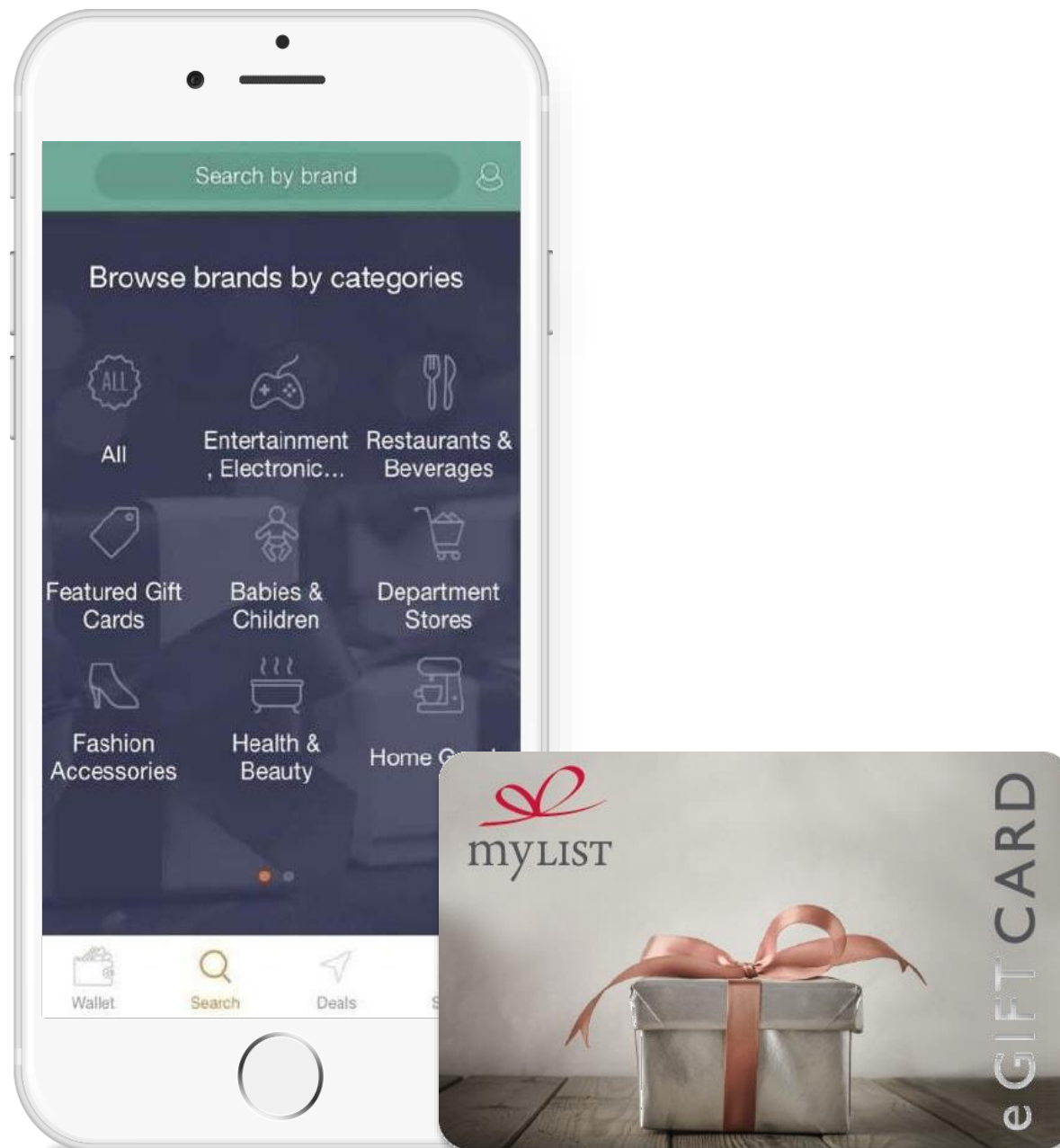
Users will have to
unlock the benefits,
through review,
share, rate and
redeeming.



SEAMLESS REDEMPTION

Users will have a
seamless redemption
journey. Select &
Receive confirmation
and enjoy...

MERIT 



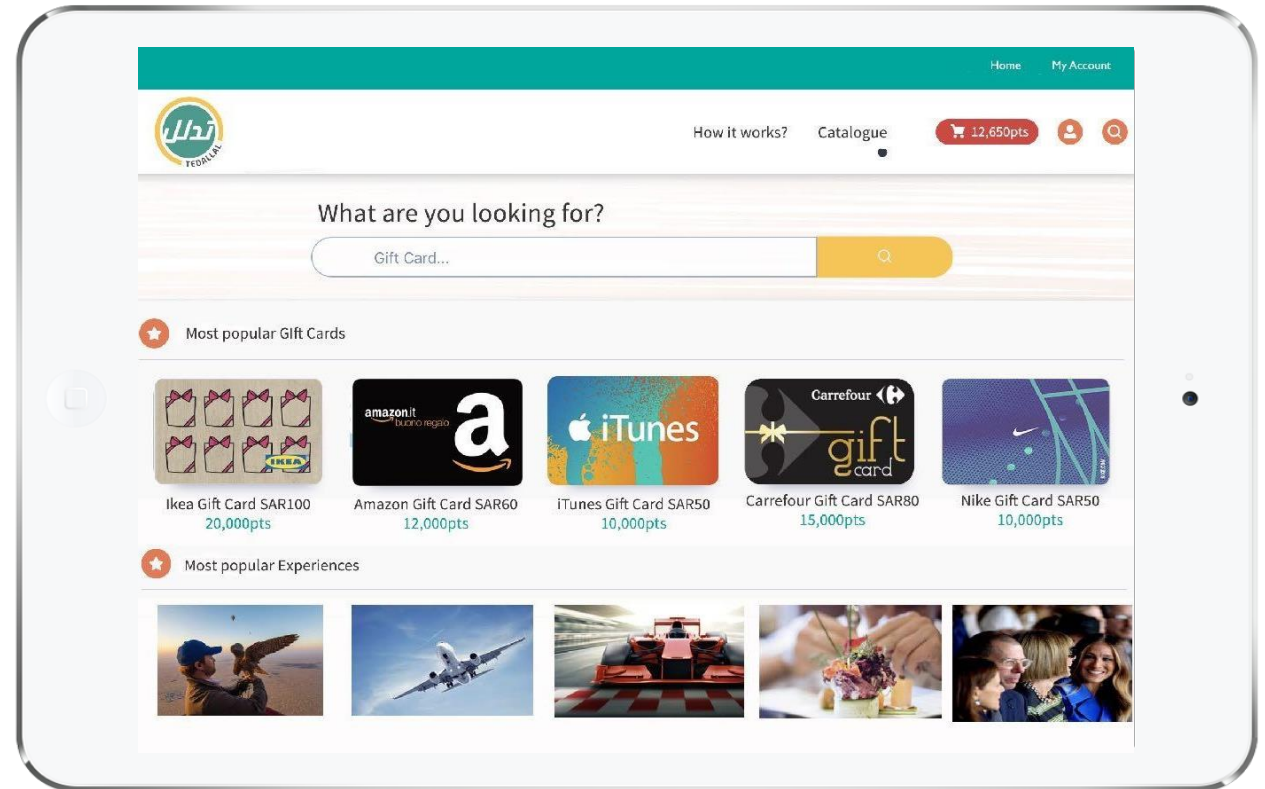
MERIT

The Power Of Choice

Whether it's a retail gift card, an iPhone, or a complimentary leisure activity, we ensure deserving & loyal people get worthy rewards based on their accumulated points.

You Decide

Merit Incentives allows your business to decide how points are allocated based on outputs, such as performance (employees) or purchase behaviour (customers).



What we do

Our technologies are focused on increasing customer engagement and employee motivation via a cloud-based SaaS platform, applications and software.

Merit Incentives has grown significantly, assisting some of the region's most well-known companies and brands with their rewards & incentives strategies.

With our flexible, custom-made solutions we create exciting and successful programs. As with any initiative, the platform and content although key components also require program and campaign management. Merit will support you with all aspects.



Our team

We are proud of our diverse & dynamic team with 75 employees across 6 offices in MENA, APAC and Europe. Building a multi-faceted work-force with different backgrounds, perspectives, and cultures was integral to our core understanding of human needs. The objective is to represent our users, to ensure that everyone feels included and catered for.



The Merit Senior Team



Thrishan Padayachi, Chief Technology Officer. With 20 years of experience in the field of information technology Thrishan has become a global expert in Cloud Engineering, Automation, Payments, Reliability Engineering, Cloud Security and more. An expert in Technical and Engineering skills, bringing strong Leadership and the ability to both build effective teams and integrate and enhance existing teams. In addition, Thrishan has consistent successful record of applying learning agility to deliver results in challenging situations. With a passion for working with high-growth businesses, Thrishan specializes in scaling businesses the right way.



Operations and Business Excellence for Saudi Arabia. is an expert in project & operations management with impeccable team leadership and financial modeling skills and building meaningful, trust-filled client relationships.



Paul Dillon, Head of Sales 25 years experience managing sales teams, working with several models - B2C & B2B, direct and indirect across multiple regions and business sectors. Paul spent nearly 20 years working for 2 of the largest tech companies, Dell & IBM selling a wide range of solutions to corporate clients. He believes in leading by example, developing high performing teams and individuals through coaching and mentoring in order to succeed.



Prerna Sonawane, Global Partnerships Director. Prerna focuses on bringing in new global partners into the Merit network. Before Merit, she worked at an F&B MNC with a love for client relations, data analysis, growth and strategy. Prerna is a member of the Women in Incentives network sharing her passion for the reward and loyalty industry alongside other inspiring women.



Thamer Bamieh, Partnerships Director KSA. +20 years of pioneering experience in achieving revenue and business growth objectives across organizations. Manage to execute 4 start-ups (Cobone, 7ussomat, OYO rooms, SellAnyCar) and building a business from a scratch till it reached a profitable zone. Pioneered product strategies and marketing plans and delivered revenue and profit gains within highly competitive markets. Track record of developing new business and maximizing market share to achieve business targets along with revenue optimization.



Yousef Hamza, COO and Legal & Compliance A Kuwaiti National, Yousef is the Founder and CEO of V7 Group, a company that helps startups grow by providing a host of business services. He was previously Managing Partner at Investors MENA, the first angel investor network in the region. Yousef has advised over 3000 entrepreneurs in a variety of capacities including strategy, legal services, and financial modelling. Additionally, he is a shareholder in a host of startups such as Oliv, Mr. Draper, and School Voice.



Nessreen Moustafa, Director, People & Culture. Results-driven Human Resource Professional offering 20+ years of business acumen and History of leading HR functions in Construction, Real Estate, Energy, Oil & Gas, Education, Digital/IT and Hospitality Industries. Proven success executing Human Resource activities, including HR startups, planning and integration resulting from M&A, Talent Acquisition, Organizational Design & Change Management.



Reymher Nobrera , Operations & Business Excellence Director. Reymher joined Merit in 2019. Prior to Merit, he worked for Shukran, the MENA region's biggest retail loyalty programme. He specializes in Loyalty Programme Operations & Management, Customer Experience Management (CXM), Customer Acquisition & Retention and Training and Development.

The Merit Senior Team



Habib Ur Rahman, Senior Project Manager & Product Manager. A Retail & an IT professional with 10+ years of experience in Retail (Store & ecommerce), enhancing customer experience, loyalty management, complete SDLC & agile project management which involves requirement analysis, Planning, Designing, Testing, implementation and production support as a Retail Business, Product Owner and core member of Retail COE team for enhancing customer experience



Mehmet Guran, Global Merchant Acquisition & Integration Mehmet joined Merit in 2021. Prior to Merit, he has over 20 years of diverse Loyalty, Rewards & Brand Merchandise experience internationally and regionally. In his last professional tenure, he set-up the whole operation from scratch. He specializes in Loyalty Programme Operations and sourcing. He holds multiple degrees in Marketing, Management & Political Science from the US and Turkey. He is also a dual citizen of Germany & Turkey. Speaks German, English & Turkish.



Habab Mohamed, Key Account Manager As a Loyalty, Engagement, Recognition and Rewards Strategist. Habab has found her passion in helping companies and organizations create healthy recognition & reward cultures, using the latest project management methodologies, agility, and modern tools. For the past 6 years with Merit Incentives, she has designed and launched successful and innovative recognition programs and cultures for the biggest players in the Healthcare, Oil, Gas & Energy, Telecommunication & Governmental industries across the MENA region.



Amit Pandey, Director of Engineering. Over 16 years of experience in Engineering, Security, Reliability and DevOps area with planning, scaling and managing SaaS products and projects on Cloud adoption and migration, including services for large scale businesses, automation of software releases, security and compliance using Continuous Integration (CI) and Continuous Deployment (CD) process on AWS Cloud and datacenter. Worked across Banking and Financial Services Industry (BFSI), Telecom, Healthcare and e-Commerce.



Tamer Labna, Product Manager Tamer has 8 years' experience working with Canadian tech startups. He holds a degree in Computer Engineering from McGill University. Tamer has worked with several startups as a developer, project lead and now a product manager. He has worked on many innovative solutions such as the first external virus removal device on Mac which was featured on dragon's den..



Léa Liotta, International Account Manager Léa is managing the portfolio of our global clients and provides guidance on our rewards content. Over the past 2 years, she focused on onboarding over 4,000 brands in more than 100 countries to fulfil the needs of our network of partners. Léa is also a member of the Women In Incentives Network where she regularly discusses upcoming reward/loyalty trends.

Our Board & Advisors



JULIE LEBLAN
CEO & FOUNDER

A native of France, Julie began her career as a solicitor with some of Paris's leading law firms, before moving to a managerial position in real estate finance at the Paris office of Royal Bank of Scotland.

The CEO and Founder of Merit Incentives and MyList; Julie Leblan is EY Woman Entrepreneur of the Year in the UAE 2019 and a winner at The Incentive Awards in London as Entrepreneur of the Year 2019. She was elected in 2020 in the TOP 30 under 40 by The Loyalty Magazine Awards in London and was recognized as one of the "Top 10 Women of a New Business Era to Watch out for in 2020" by CIO Views Magazine



IBRAHIM AL RASHID
DIRECTOR & SHAREHOLDER

A Saudi National, Ibrahim is a successful entrepreneur having launched his travel & hospitality group in KSA over 30 years ago. He is an active business angel and board member in various start-ups in the MENA region with a focus on innovation. He has extensive marketing expertise, especially in KSA with his experience of working within the P&G marketing department for the region.



BASMAH ALSINAIDI
IMPACT46 PARTNER

A Saudi National, Basmah is a veteran in the Venture Capital world and is a partner at Impact46, a venture capital firm based in Riyadh, Saudi Arabia, specialized in deep technology and fintech investments in innovative and fast-growing start-ups. Impact46 is the lead investor in the 2020 Series A round.



HUSSEIN ATTAR
TECHINVEST CEO

A Saudi National, Hussein is the CEO at Tech Invest, a Saudi technology investment company established in 2005, which invest in growth stage tech startups in Saudi Arabia & Middle East North Africa (MENA) region. Hussein was previously an entrepreneur and brings his large expertise to support the growth of the start-ups Tech Invest invested in.



KHALID AL HADLAQ
SHAREHOLDER & BOARD MEMBER

A Saudi National, Khalid is an active angel investor in early-stage technology companies with 19 years of diverse experience and a General Management education from Harvard Business School. After an exciting career at Microsoft and Logica, Khalid co-founded and managed Xceed Ventures, a social media intelligence company that got acquired. Took multiple senior roles in Telecom and Payments including the VP for Innovation Hub at Saudi Payments, the national payment infrastructure in Saudi Arabia. A strategist with a strong background in Technology, growth, and sales.

Our VCs

SERIES A

\$5m USD



Awards



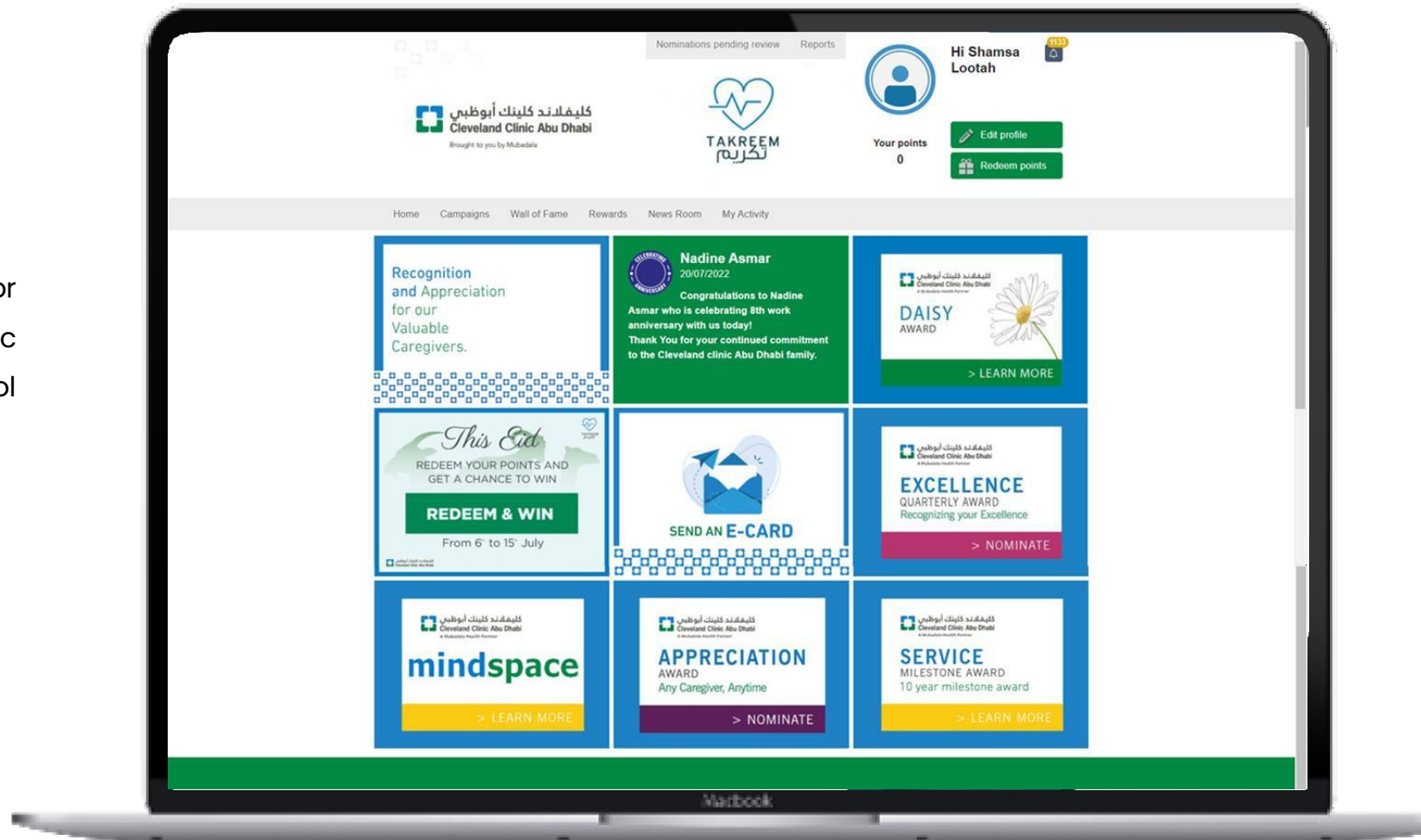
ANNEX

Business Cases

Peoppl business case



A digital platform for recognition & appreciation for Mubadala Healthcare with custom Asset-specific recognitions page, centralized communications tool and a curated Rewards Shop for nurses & doctors.





Healthcare Heroes Campaign

During outbreak of the COVID-19 pandemic, the healthcare industry frontliners were some of the most impacted and overworked segments of society. Their endless resilience and dedication played a vital role in managing the spread of the virus and saving an endless number of lives despite the burden it had on their personal lives.

Mubadala Health's Caregivers were of no exception of this particularly due technological advancement their health centers and hospitals possess, which made them one of the most sought-after treatment facilities during the pandemic.

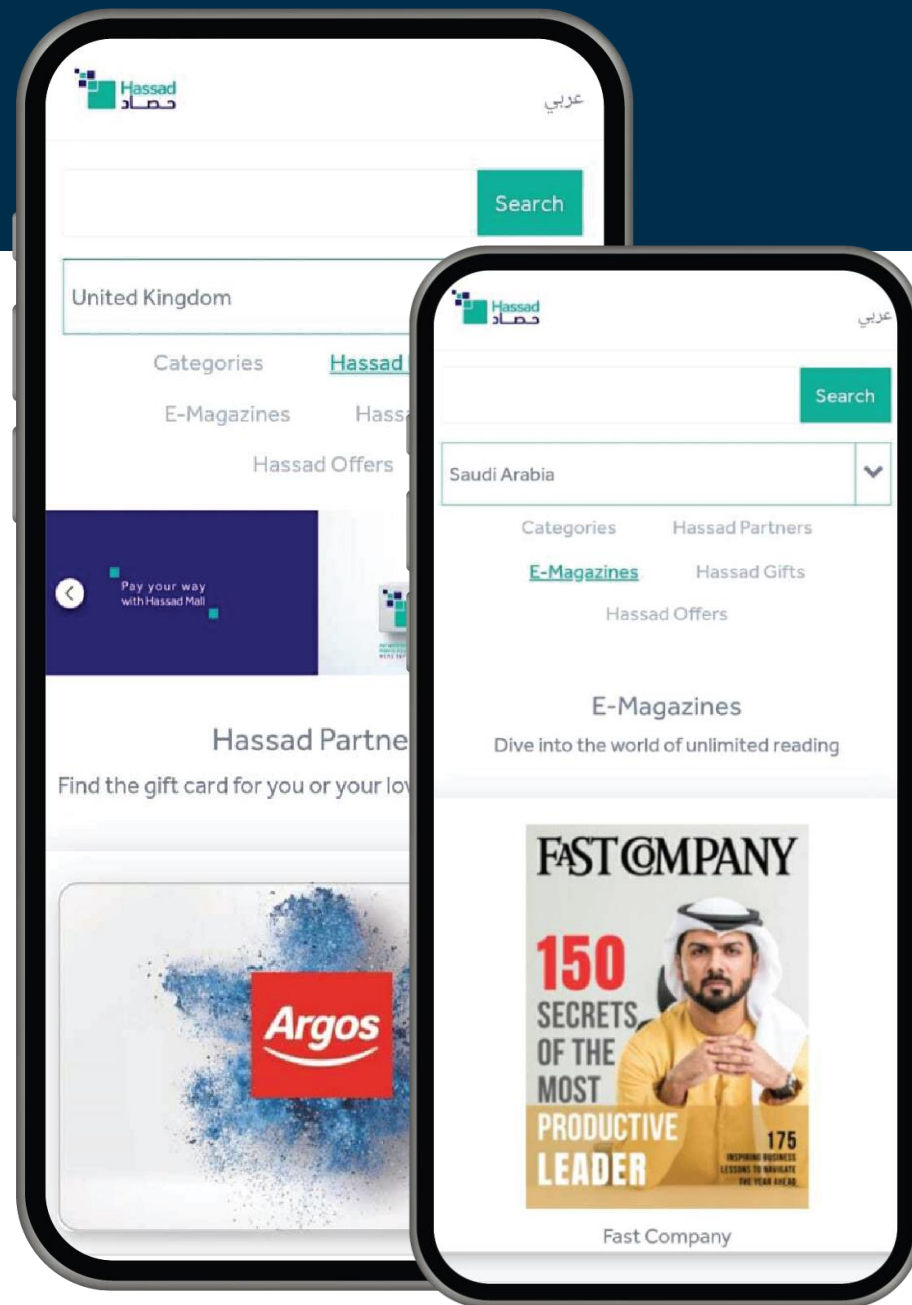
As soon as the circumstances allowed, the management of Mubadala Health wanted to recognize and reward their caregivers as a form of gratitude and appreciation of their excellent work.

Business case: Hassad marketplace

Riyad Bank retail banking manages a loyalty programme called Hassad programme where 2.6M customers can earn & redeem points via a dedicated redemption portal (supplied by Merit) where Hassad Rewards members can receive e-Gift cards, merchandises and experiences from 4,000+ brands across 86+ countries .

Merit onboarded successfully 50+ existing merchants in KSA and added 100+ since the go-live in May 2020.

Merit added 4,000+ brands globally in gift cards, offers, merchandise, digital magazines and more.

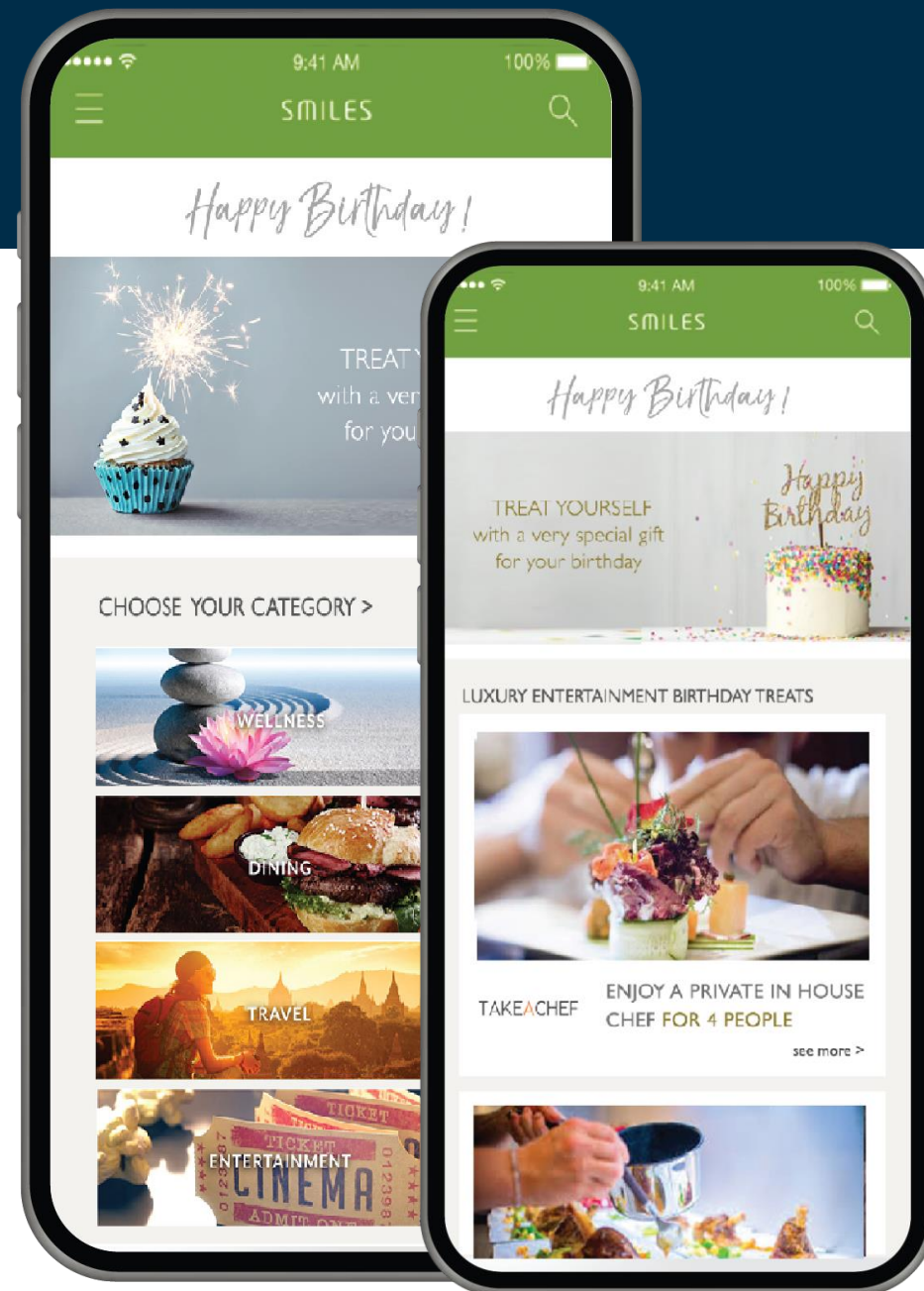


Business case: birthday VIP offers

Merit worked on Elite & Platinum unique birthday offers campaign with the main UAE brands.

Merit onboarded successfully 100+ offers in a 6 months timeline in the luxury and high-end sectors and displayed them through our API.

This was offered to 500k customers across all UAE.

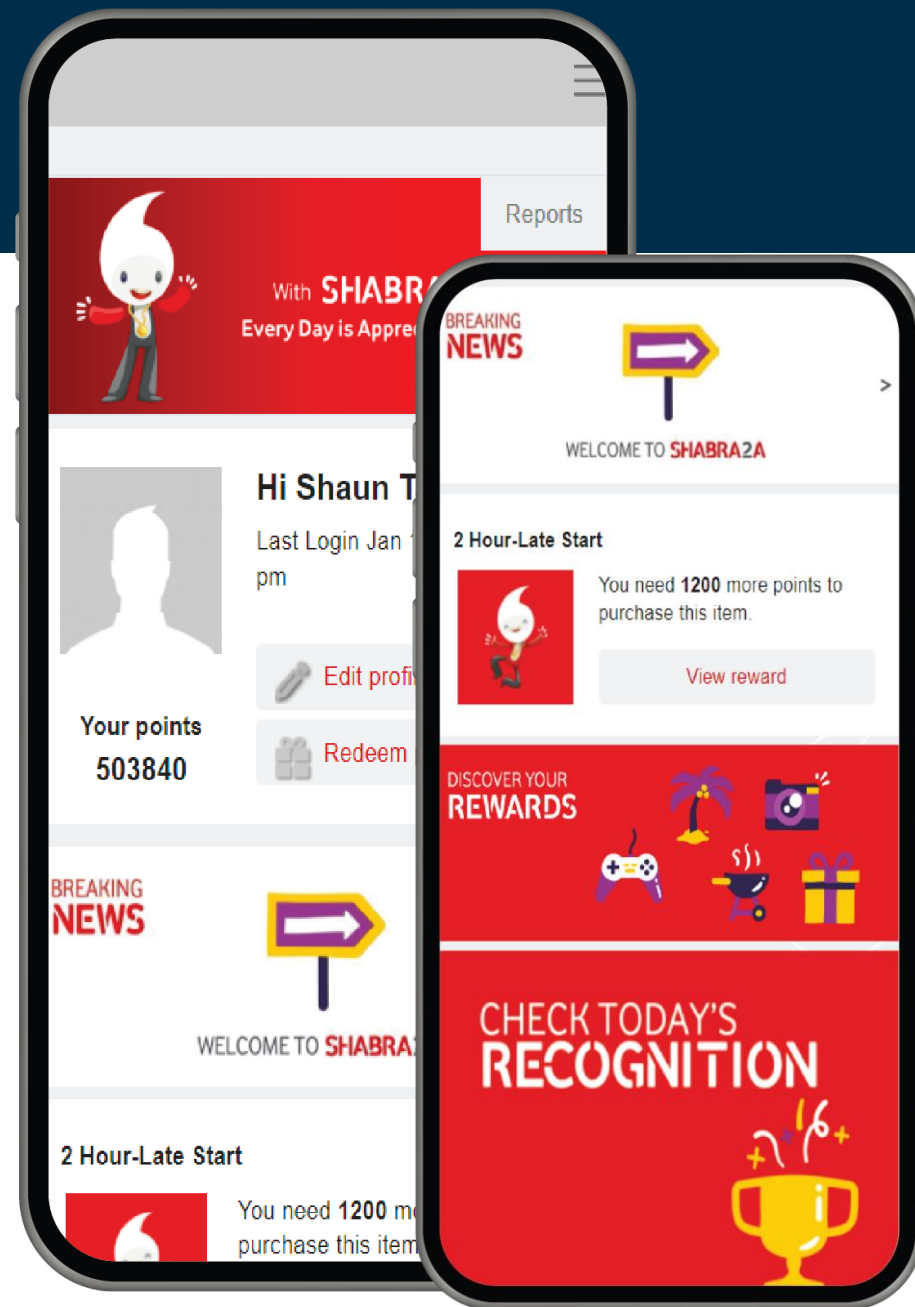


Business case: Vodafone employee engagement

Merit worked on onboarding 100+ merchant partners in Egypt for Vodafone in order to reward and engage with their employees & external contractors to increase sales and motivation.

Merit onboarded successfully all offers in a 12 months timeline based on a seasonal marketing calendar defined with the people culture department and provided the employee engagement platform to Vodafone.

This is offered to 10k+ end-users across Egypt.





Thank You
Reward. Engage



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