

**RE-LAUNCH OF THE BUILDING BLOCK EQUITY FUND**

Equity Fund |  
**The Building Block**

**BBEF: Launch of a new \$15m venture capital Fund managed by MEVP.**

Under the aegis of HE Riad Salamé Governor of Banque du Liban and in his presence, the launch of the Building Block Equity Fund BBEF was announced on Wednesday 22nd of May 2013 at Sursock Palace Gardens in Beirut Lebanon. The fund's size is \$15 Million and is fully managed by MEVP with the participation of 8 financial institutions (Bank Med, Blom Bank, M1 Group, Credit Libanais, Banque Libano-Francaise, Bank Audi, Fransabank and MEVP). BBEF will be focused on late stage funding for start-ups and SMEs focusing on MENA and global markets.

**New Investments in H1, 2013**

During H1 2013, MEVP has made 4 new investments:

- CEDAR BOOKS (\$1 Million, Lebanon/USA) from the BBEF and MEVF funds.
- SHAHIYA (\$500k, Lebanon) shared by MEVF with BBEF.
- SHAWARMANJI (\$375k, Lebanon/UAE) from the BBEF Fund.
- THE LUXURY CLOSET (\$275k, UAE) from the MEVF Fund.

**PORTFOLIO UPDATE**



**ANGHAMI.**  
Leading music streaming service in the region  
*\*Currently in final stages of fund raising with a leading regional corporate & strategic Investor*

Anghami witnessed stellar growth in the past 7 months reaching the 2 Million users milestone, making it the leading music streaming business in MENA. Anghami has been featured on Arab Idol, has signed a new bundling deal with Viva in Kuwait and has announced its billing partnership with Touch Lebanon in June 25th.



**THE LUXURY CLOSET.**  
Fast growing e-commerce website of pre-owned luxury items.

The Luxury closet (TLC) is currently fund raising following a stellar growth in sales (20% m-o-m sales). In addition, TLC has recently introduced new products categories (Sunglasses, watches and shoes) in order to complement its traditional business of selling pre-owned luxury bags.



**FALAFEL GAMES.**  
Launches the first mobile MMO game in MENA  
*\*Currently in final stages of fund raising with a leading regional VC fund*

Falafel Games, considered as the 2nd largest MMO browser games in MENA with 300K registered users, launched the first mobile MMO game in the Arab world (a mobile version of its browser game "Knights of Glory, Forsan el Majd). Thanks to its team's strong expertise, Falafel games' active user base and revenues are steadily growing and gaining market share from its competitors including global mobile MMO developers and is in final negotiation stages with a GCC based VC fund.



**BODY & SOUL.**  
New flagship store in Achrafieh and expansion to the Arab world

Body & Soul (B&S) has recently opened a new flagship store in March 2013 in Achrafieh, Abdel Wahab Street. In addition to selling Body&Soul's products, the store provides spa treatments services.

**BODY & SOUL FLAGSHIP STORE**



In order to boost its expansion in MENA, B&S signed in July, a partnership with a major MENA distributor with Points of Sale across Kuwait, UAE, Egypt, Jordan & Lebanon.



**SHAHIYA.**  
Leading Arab food Portal

According to Effective Measure, Shahiya is indisputably the #1 leader food portal in MENA with a growing organic audience of Monthly Unique Visitors reaching 1.5 Million in June 2013.



**CEDAR BOOKS.**  
Crossed 3,000 books sold/day milestone & recovered from Sandy Storm Effect.

Cedar Books, maintained growth selling more 3,000 books a day globally. The company has fully recovered from hurricane Sandy and expects 2013 revenues to exceed \$20Million, up from \$11.5 Million in 2012.



**B.A.S.**  
Strategic Partnership with Microsoft

B.A.S. partnered with Microsoft Europe. The partnership consists of distributing B.A.S. solutions to Microsoft's network of SMEs across Europe. B.A.S. was able to acquire additional high profile customers such as: Clarins, ADP, Zain, Majid al Futtaim, IPSOS.



**LAIMOON.**  
Fast growing career website

Laimoon's growth has been significant over the past quarter reaching more than 200k registered users & getting closer from breakeven point. Prominent Dubai based serial entrepreneur has recently co-invested in the company alongside with MEVP and HBT Ventures.



**SHAWARMANJI.**  
Successful launch in Lebanon and UAE

Shawarmanji, the trendy fully branded fast food Shawarma chain, opened 5 stores in Lebanon (Zalka, Sin el Fil, Kaslik, Hamra and Achrafieh) and 2 in Dubai. Shawarmanji is expanding soon to Qatar and is planning on opening 8 additional stores in the region within the next two quarters.



**PIN PAY.**  
Paid model and appointment of new CEO



Pin-Pay switched to a paid model in April 2013 with 20K subscribers and is expanding to Bank Med and introducing a merchant network in Q4 2013. A new CEO, Omar Bader, who has a rich experience in m-payment and e-payments has joined Pin-Pay on July 1st 2013. Pin Pay is currently the only mobile payment operator that has a financial license given by the Central Bank of Lebanon.



**ZOOMAAL.**  
First crowd funding platform in the Middle East

Zoomaal, the first crowd funding platform catered to the Arab world, officially launched on the 4th of July 2013. Zoomaal currently displays more than 10 innovative projects from the Arab region. Zoomaal's founders include Abdallah Absi as well as N2V, Wamda, Sawari Ventures and Middle East Venture Partners. "Mashrou3 Leyla", a famous regional band, has chosen Zoomaal to crowd fund and release its new album.