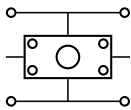


# CASE STUDY: TABBY

## ABOUT TABBY



Tabby is a Saudi-based payments and shopping app born in the UAE. It creates financial freedom in the way people shop, earn, and save by reshaping their relationship with money. Over 11mn users choose Tabbby to stay in control of their spending

and make the most out of their money.

Over 40,000 global brands and small businesses, including SHEIN, Amazon, Adidas, IKEA, H&M, Samsung and Noon use Tabby's technology to accelerate growth and gain loyal

customers by offering flexible payments online and in stores. Tabby is active in Saudi Arabia, UAE, Kuwait, Bahrain and Qatar, and is now valued at USD 1.5bn in its last round of funding.

**ESTABLISHED:** 2019  
**ESTABLISHED IN DIFC:** 2020



// DIFC has been an incredible base to build our company, giving us the right infrastructure to expand to neighboring GCC countries and serve millions of customers with flexible payments in UAE, Bahrain, Qatar and Kuwait.

**Hosam Arab,**  
CEO and co-founder, Tabby



## WHY DIFC?

- The region's most comprehensive end-to-end FinTech and innovation proposition.
- Chosen by over 900 active FinTech and innovation companies – start-ups, growth stage firms and unicorns.
- Over 60 per cent of GCC based FinTech firms based in DIFC.
- Deepest regulated financial market in the region to do business with 5,500+ companies in DIFC with 790+ regulated firms.
- Enabling legal and regulatory framework.
- Cost effective licensing and holding company structures.
- Trusted by the market with high levels of funding from the private sector