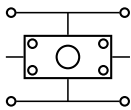


CASE STUDY: TABBY

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 Tabbby's technology to accelerate growth and gain loyal

customers by offering flexible payments online and in stores. Tabbby 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.

Abdulla Almoayed,
Founder and CEO of Tarabut



WHY DIFC?

- The region's most comprehensive proposition for FinTech and innovation companies.
- Chosen by over 1,200 active FinTech and innovation firms – start-ups, growth stage firms and unicorns.
- Over 60 per cent of GCC-based FinTech firms based in DIFC.
- 90 per cent subsidised licences for technology firms and startups and up to 4 discounted visas.
- Affordable real estate solutions such as coworking spaces.
- Access to funding from the AED 1bn Dubai Future District Fund.
- reezeone benefits, including 100 per cent foreign ownership, no currency restrictions, and no restrictions on capital repatriation.