

WHY IT MATTERS TO BE LOCAL

TO UAE LISTENERS

— Source: Ipsos Data 'The State Of Music Streaming In MENA 2020' ~ a study commissioned by Choueiri Group & Anghami

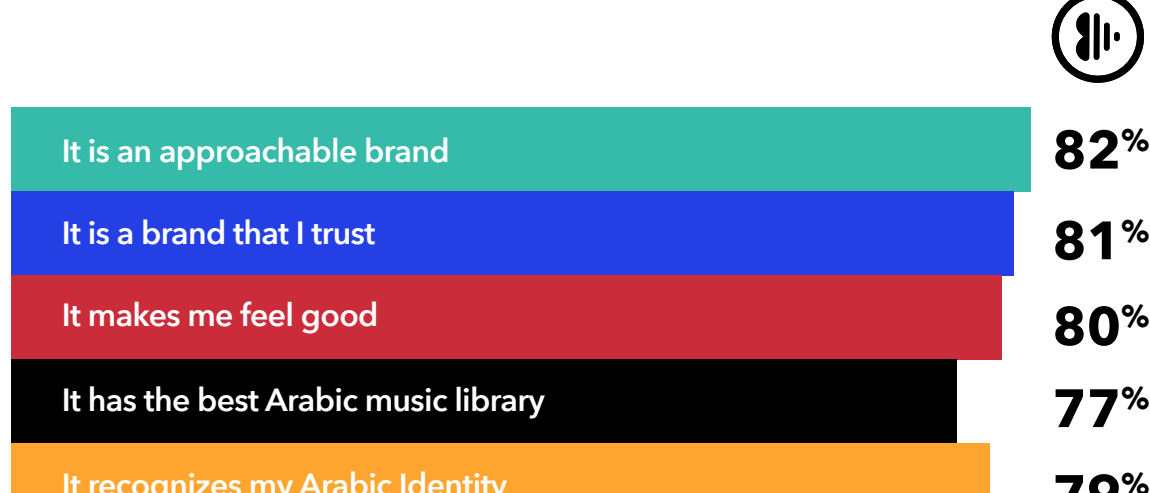
As a melting pot of cultural diversity, the UAE's ethnically varied population makes for a unique market in the region, where brands often struggle to build a strong emotional connection with their audience. The music industry, just like many others has also been striving hard to find its sweet spot (between local and global).

Check out why music streamers in the UAE love Anghami - the local player in a market where global players are present.



70%
MUSIC STREAMING PENETRATION IN UAE

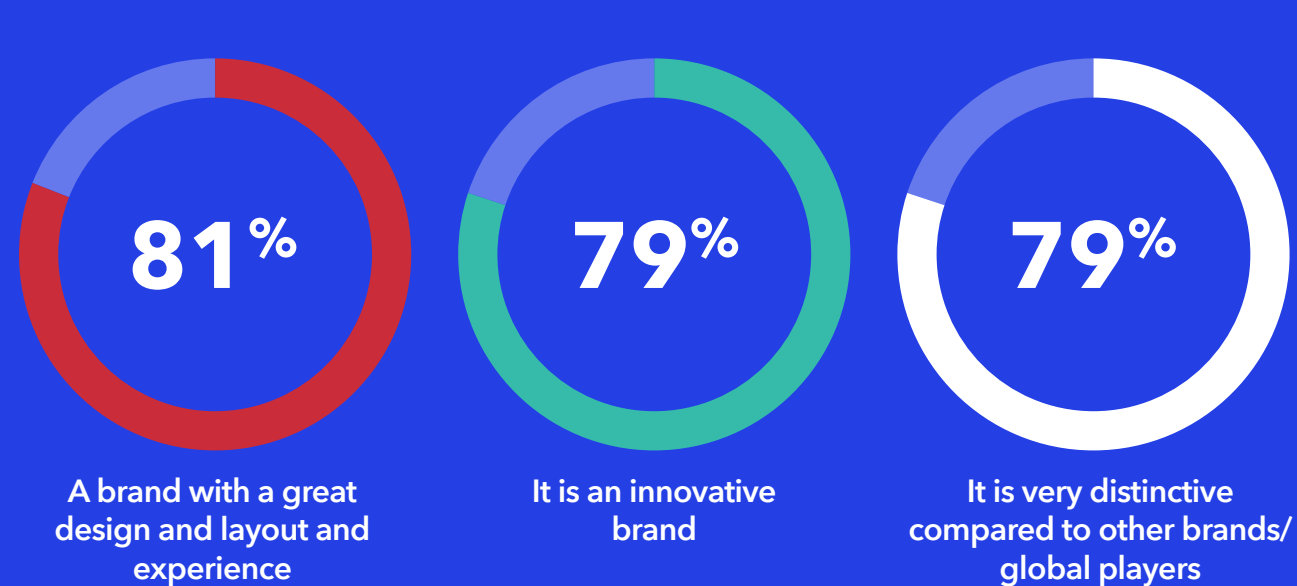
A BRAND THAT FEELS LIKE HOME



— BASE N = 296

TOP 2 BOX (Agree + Strongly Agree)

LOCAL, WITH GLOBAL STANDARDS



— BASE N = 296

TOP 2 BOX (Agree + Strongly Agree)

ANGHAMI'S UAE AUDIENCE IS UNIQUE



*users who don't use any another music streaming platform

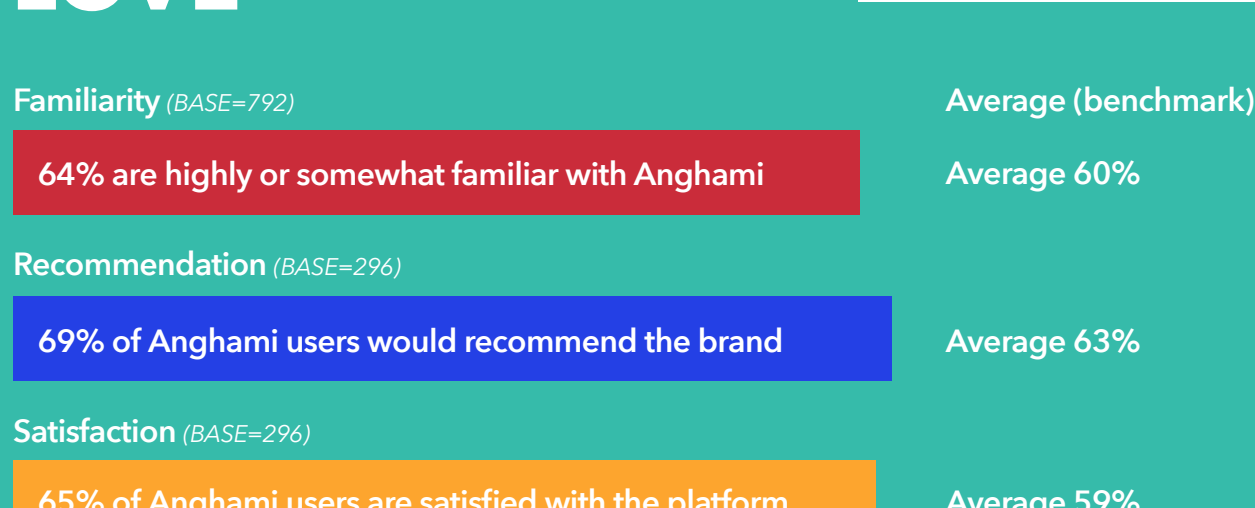
— BASE N = 296

TOP 2 BOX (Agree + Strongly Agree)

UAE STREAMERS ARE LOYAL AND ADVOCATE FOR BRANDS THEY LOVE

60%
of Anghami users prefer the platform

— BASE N = 296



— BRAND FUNNEL - UAE
*YT music was excluded for sample insignificance

THEY ARE YOUNG, CONNECTED & AMBITIOUS

53%
are 18-29 YO

80.3%
own at least 3 devices

— Anghami internal data - Q2-Q3 2020

— Anghami users - KSA GlobalWebIndex Q3 2019 - Q2 2020

OUR USERS WILL LISTEN WHEN YOU SPEAK

Interested? Reach out to your dedicated sales person at DMS.



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