

THE #1 ARABIC MEDICAL
SITE IN MENA

WebTe**b**

INFORMATION
I CAN TRUST



The #1 source of Arabic health and medical information

38M

MONTHLY
PAGEVIEWS



11M

UNIQUE MONTHLY
VISITORS



60%

FEMALE



94%

MOBILE
VISITORS



2:30

TIME ON SITE

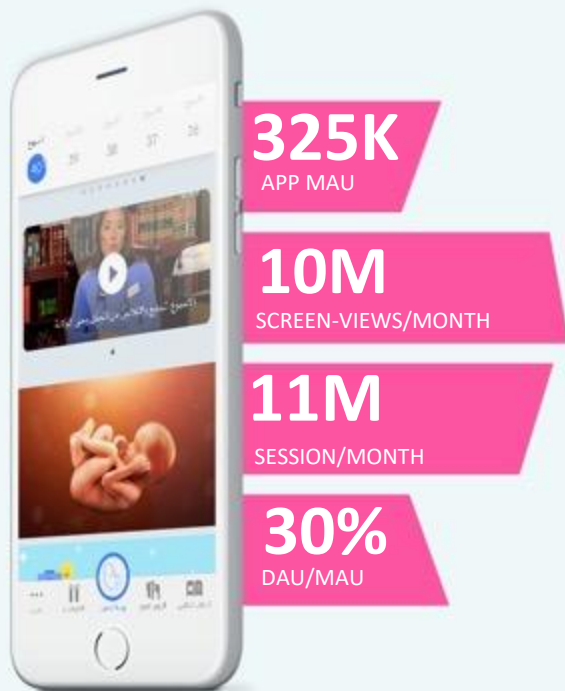


66%

MILLENNIAL



An engaged audience with content across multiple platforms



Partnering with leading content providers to deliver comprehensive & trusted content



Medical Section



- Harvard symptom checker
- 24 medical categories
- 1100+ diseases index
- 70+ organs & systems
- 350+ examinations

Baby Section

الحمل في الثلث 1												
الشهر 3			الشهر 2			الشهر 1						
13	12	11	10	9	8	7	6	5	4	3	2	1

الحمل في الثلث 2												
الشهر 6			الشهر 5			الشهر 4						
26	25	24	23	22	21	20	19	18	17	16	15	14

الحمل في الثلث 3													
الشهر 9			الشهر 8			الشهر 7							
30	29	28	27	26	25	24	23	22	21	20	19	18	17

- Weekly, monthly, trimester pregnancy information
- 1,200 pages of content
- 280 daily tips
- Baby development calculators

Lifestyle Section



- 540+ recipes & nutrition facts
- 8 lifestyle categories
- 25 USDA food group descriptions

Content that addresses the greatest needs across the region, including pregnancy & infant care



Example 1: **Pregnant woman**

- Schedule of tests
- Videos by doctors
- Baby names tool
- Information for fathers
- Articles about pregnancy
- Due date calculator
- Fetal development stages
- Latest news & studies

Example 2: **Mother of 3 month old**

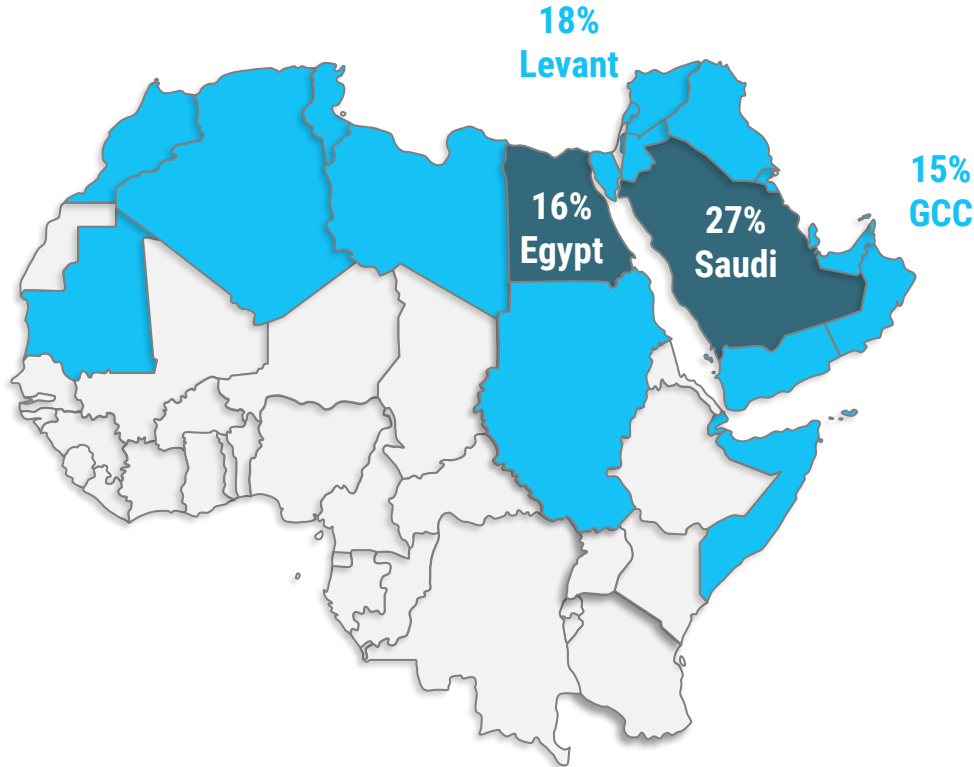
- Baby growth trackers
- Videos by doctors
- Symptom checker
- Vaccinations
- Advice for fathers
- Feeding and nursing
- Time management
- Latest news & studies



WebTeb is the dominant Arabic medical and health platform in the Middle East



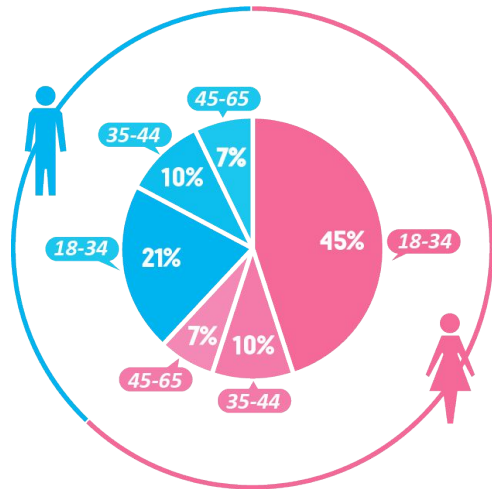
Operating across MENA with a large presence in the GCC



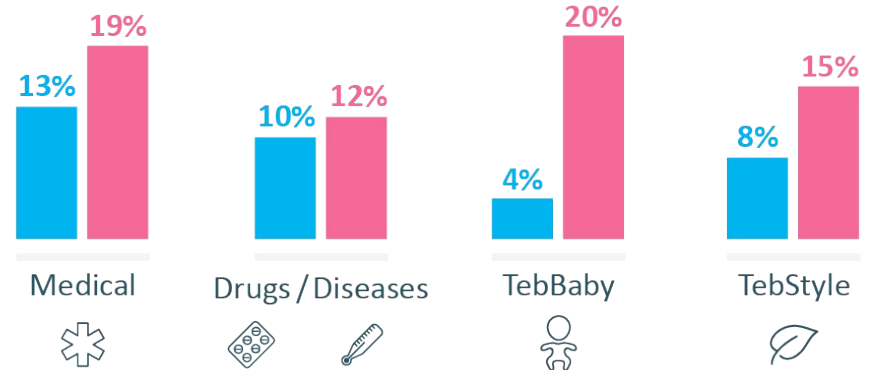
Saudi Arabia and **Egypt** are the top 2 sources of traffic for Webteb

Our largest demographics are men and women aged 18-34

Gender & Age



Gender & Section



Male Female

We have created a world-class design and we are continuously optimizing our product features

Web 



Social 



Our intuitive apps have led to positive customer reviews while our newsletter audience is very engaged

Apps 



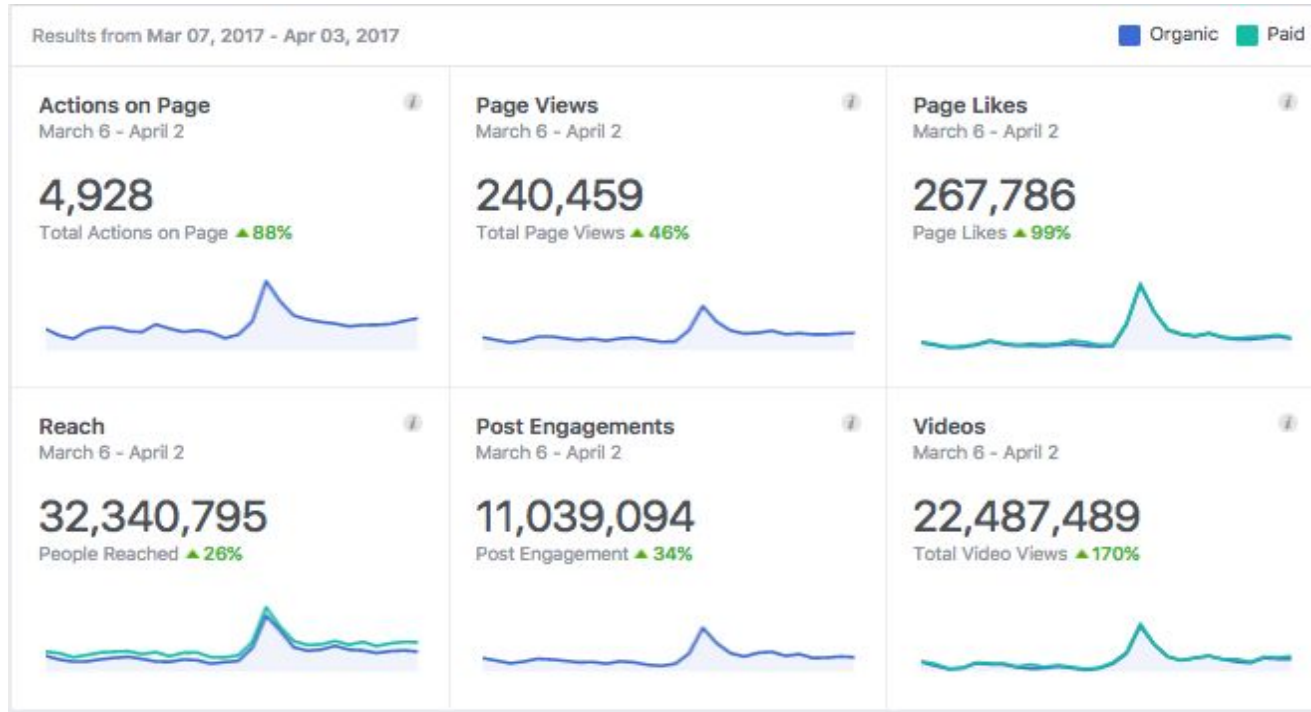
Web
Te.b



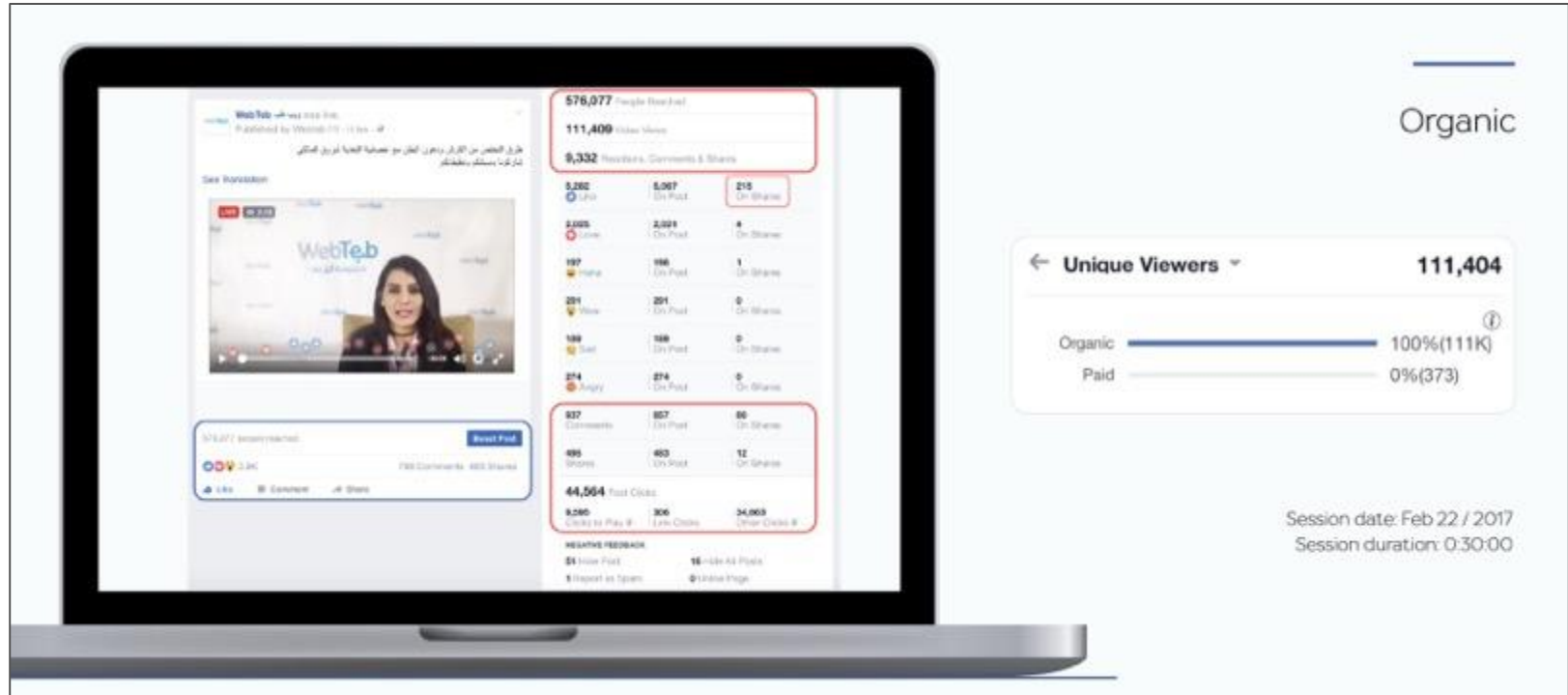
Newsletter 



Social engagement, reach, and creativity have led to dramatic month over month growth



The launch of our Facebook LIVE series with doctors & professionals drew large engagement from users



WebTeb delivers effective and proven sponsorship and advertising opportunities



MEDIA

Traditional media banners and leaderboards

- CPM rates vary depending on country, section, and type of ad
- Creatives can be handled by Webteb, leveraging our experience, knowledge, and local presence



CONTENT

Content displayed on our website

- Articles, videos, slideshows, quizzes, Q&A
- Edited and reviewed by Webteb
- Average of 10K-25K views per piece
- *Rates will increase for "Sponsored" or "Branded" content*



SPONSORSHIP

Sponsoring a page or section on Webteb assets (site, apps, social)

- Includes banners and content and coverage of one particular section (e.g. Baby section)
- Can involve sponsorship of social posts or our overall social page
- Rates vary depending on length and extent of sponsorship package

WebTeb delivers effective and proven sponsorship and advertising opportunities



LEAD GENERATION

Lead generation for companies or medical providers

- Standard CPM rates apply for banners or content
- Webteb will do its utmost to convert impressions to leads through a signup form



SOCIAL MARKETING

Posts and engagement on our social pages

- Sponsored FB Live session to engage our user base
- Sponsored 360 degree image
- Sponsored posts and videos of content to promote partner products



INTEGRATIONS

API integrations or partnerships

- Building out an API integration with partner technologies
- E.g. Ask a doctor (in-app chat)
- E.g. Appointment bookings
- E.g. Expert advice

WebTeb is partnering and delivering unique value to leading global and regional brands



WebTe**b**



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connect
ads

