

KEMEDAR PROPTech SUPER APP PITCH DECK

The best is yet to come

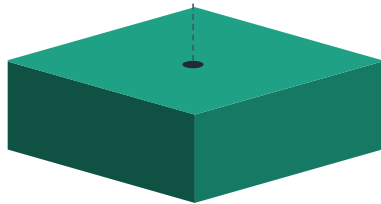
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Opportunities in numbers

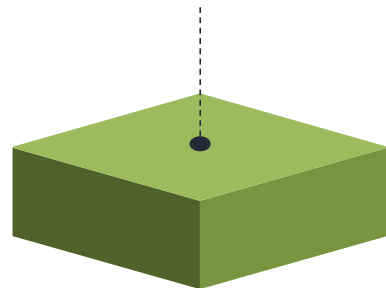
\$228 trillion

Real estate valued Globally 2017. a figure which exceeds the global value of equities and securitized debt by fully \$79 trillion



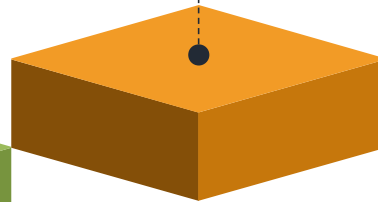
\$31.8 trillion

Residential real estate in USA 2017



\$15 trillion

US Commercial Real estate assets 2017

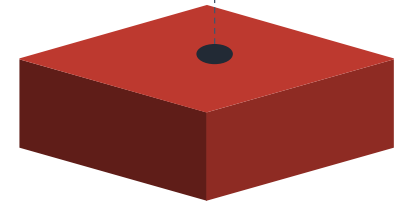


\$1.77 trillion

US Home sales in 2017

\$485 billion

US Rental market annual in 2017



Source : nfx

US market roughly is 14% from global market



Institutional investment in real estate enabled innovation



Examples of funds poured in similar Proptech

Globally, investment proptech hit **\$32B in 2021**, a 28% increase from 2020 and a 3.23% increase from 2019, according to the Center for Real Estate Technology & Innovation’s 2021 Real Estate Tech Venture Funding Report <https://static1.squarespace.com/static/5f28b4c22bb03130610cf298/t/61bc03c78bbc01761e1595c8/1639711714536/2021+Proptech+VC+Report.pdf>

\$426M NoBroker nobroker.in	\$1.6B Compass compass.com	\$1.9B Opendoor opendoor.com	\$718M Nextdoor nextdoor.com	\$297M Clutter clutter.com	\$255M Trulia trulia.com
\$257M Blueground theblueground.com	\$1.5B Pacaso pacaso.com	\$1.0B Medici medici-living.de	\$96.6M Zillow zillow.com	\$62.9M Commonfloor Commonfloor.com	\$97.8M Squareyards squareyards.com

Source: Crunshbase

The opportunities offered by Proptech to Real estate market

Technology is causing disruption across real estate value chain



- 1
- 2
- 3
- 4

Alternative transaction models (Buy/Sell)

Alternative Living (Long and short term Rent/Co-living)

Tech-enabled construction, management, and maintenance (Real estate development and Business development)

Other opportunities like Blockchain, CRE,..etc

Annual Real estate Sales Market Size

8.6%
CAGR

\$9.6
TRILLION
2019

GLOBAL
MARKET
SIZE

\$10.5
TRILLION
2020

TAM

\$3+
TRILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SAM

150+
BILLION

SOM

150+
MILLION

Annual target total revenue from this sector after 5 years of launching in all 25 countries. This means 0.001 from the target market size

Brokerage & Commission Market size in country of operation (Commssion USA market is \$80B and it is 14% from worldwide market)

\$80 billion

Annual US residential real estate brokerage commissions

\$31.8 trillion

Total value of residential real estate in the US

\$15 trillion

Estimated value of US commercial real estate

Annual Rental Market Size

10.7%
CAGR

\$2.164
TRILLION
2021

GLOBAL
MARKET
SIZE

\$2.396
TRILLION
2022

TAM
\$800+
BILLION

Rental Market size in All countries we will operate after 5 years of launching according our staging plan

SAM
\$12+
BILLION

Total revenue for moderators & Brokers (1.5% from the Rental Market size)

SOM
\$120+
MILLION

Annual total revenue from rental sector after 5 years of launching in all 25 countries. This means 0.01 from the target market size

Annual Construction & Renovation Market Size

3.5%
CAGR

\$10.7
TRILLION
2020

GLOBAL
MARKET
SIZE

\$15.2
TRILLION
2030

TAM
\$4+
TRILLION

Market size in All countries we will operate after 5 years of launching according our staging plan

SAM
\$120+
BILLION

\$251 billion

HVAC market 2023

80+
MILLION

Annual total revenue from this sector after 5 years of launching in all 25 countries. This means 0.00002 from the target market size

3%
commission
Market from
TAM

>\$1 trillion

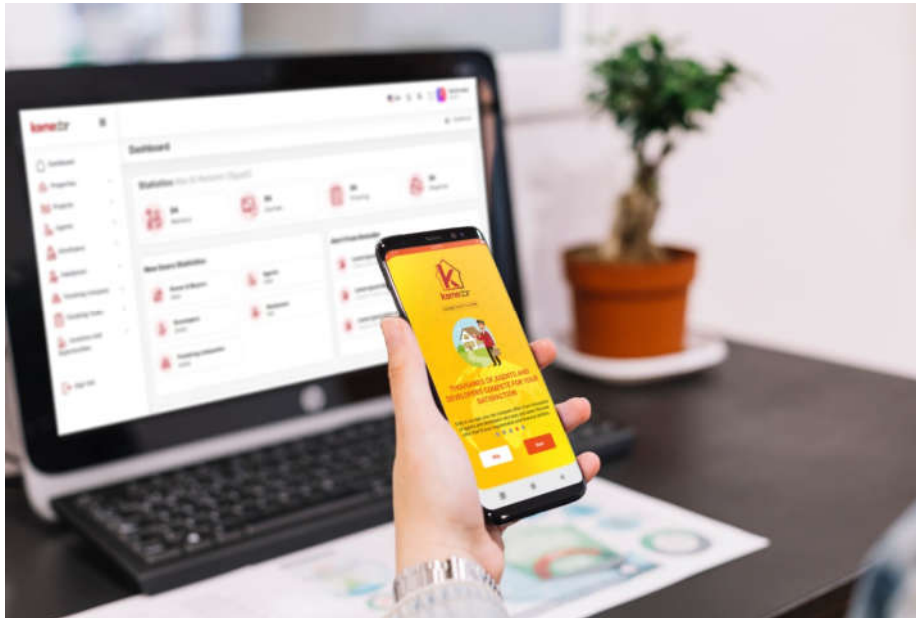
Annual US construction spend

\$336 billion

Home Depot + Lowe's
Mkt Cap

\$340 billion

Annual spend on home improvement



Business Strategies

1-Automation of every process

This makes expansion is unlimited at the lowest cost as everything automated already

2-Franchising system:

Kemedar can offer its customers and users various and unique professional services on the ground at lowest cost as Kemedar work as moderator between customers and franchise owners

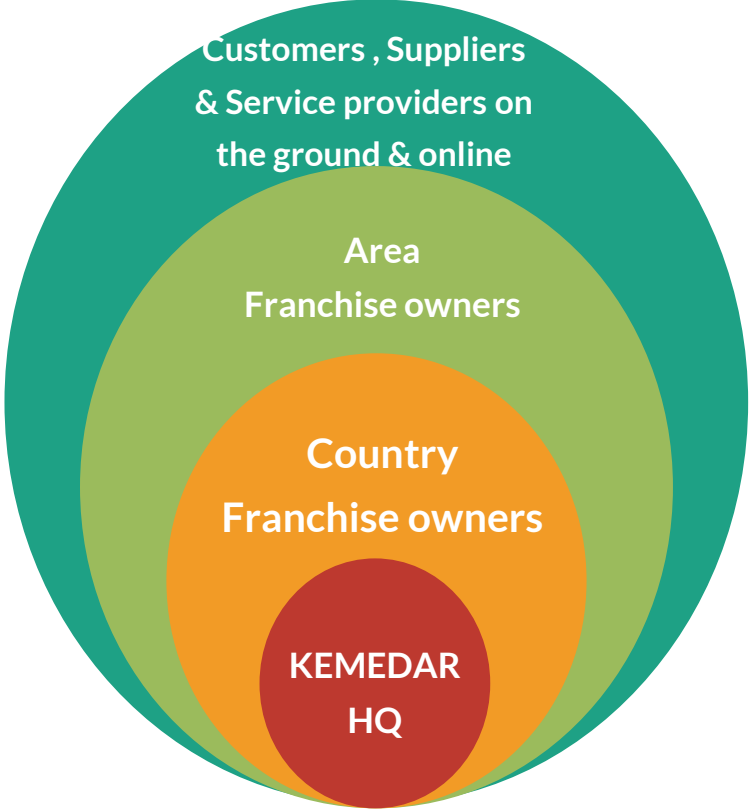
Business Model

Kemedar system is based primarily on linking all the common interests between all those dealing with Kemedar from our partners, customers and suppliers on the basis of sustainable benefit for all in the short and long term



Kemedar System

A specially developed technical system to monitor and precisely define the tasks of each party that connects all parties to success



Our Free Services

The largest variety of free services that not offered anywhere

Add property

Add up to 3 free properties with all details depending on AI technology



Advanced Search

110 Search filters to find perfect property or request a property with specific criteria

Premium Control Panel

The member can control all the details of his account and his ads very easily with tons of features



Buy building and finishing products

The member can browse, compare and buy it directly from the factory directly or from the merchant who offers it

Hiring Technicians & Handymen

Any of the members can enjoy the system of managing their finishes and real estate tasks completely free of charge, starting from browsing handymen profiles until their evaluation after completing their tasks.



Hiring marketers & Freelancers

Companies and individuals can browse and appoint real estate marketers added to the system

KEMEDAR CRM Service

Free service for subscribed companies to manage clients from their C-panel in Kemedar



KEMEDAR File manager Service

The member can save his important files, contracts and templates that he wants to modify later

Social Community

Unique social community for all those working in the real estate sector and those interested in it



Free training at Kemedar Academy

Many of the Academy's courses will be free of charge from the instructors

Our Paid Products & Services

Guarantee best ROI for our customers using our paid service

Our mission to be the most reliable Prop-tech system trusted by our users in our operating countries

Subscription Packages

Varying packages for real estate agents, real estate developers, finishing companies and factories..



Franchise owners (Areas & Countries)

The franchise system is very cohesive and professionally designed with hundreds of tools that are unique to Kemedar

Professional Services for Individuals

Very unique product mix not available in any other place



Paid Services for Companies

We help our customers to succeed in their business through services Low cost for return on investment

Selling banners spaces

Special developed banner management automated system which makes it easier for our advertisers to order space in few clicks



Marketing & Promotional Services

We offer some services using our developed tools and our list of service providers to fulfill our customers needs like Bulk email sending, Whatsapp campaigns,..etc

Brokerage & Commission Services

Getting Brokerage & commission from closing deals of selling properties, real estate products or finishing services



Kemetromarketplace Services

Getting commission & listing fees for the products added to kemetromarketplace

Getting Exclusive Distributorship

As our platform is global and has very good penetrative power and largest database, this will enable us to get great exclusive distributorship for great products & Projects



Investment Services

Our automated developed investment module allow us to facilitate investments in real estate for commission

Kemedar designed to benefit

Hundreds of tools and services are brought together for the first time in a homogeneous system for all those working and



One of the most important strengths of Kemedar is that the system is tailored to the needs of each member. There are 14 types of users with 14 different control panels. Each member feels that this system was designed for him alone, which makes it on top of all Proptech applications available globally now



AREA
FRANCHISE
OWNER



INVESTOR



COUNTRY
FRANCHISE
OWNER

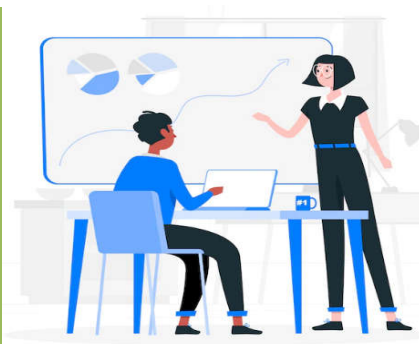


AFFILIATE
MARKETER &
FREELANCER



FINISHING
COMPANY

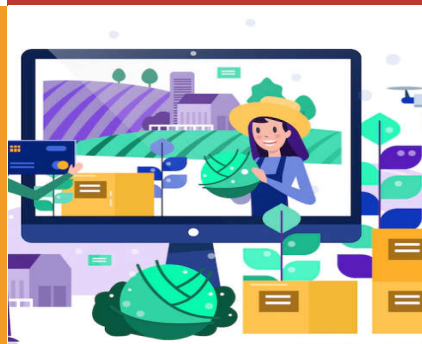
TRAINEES



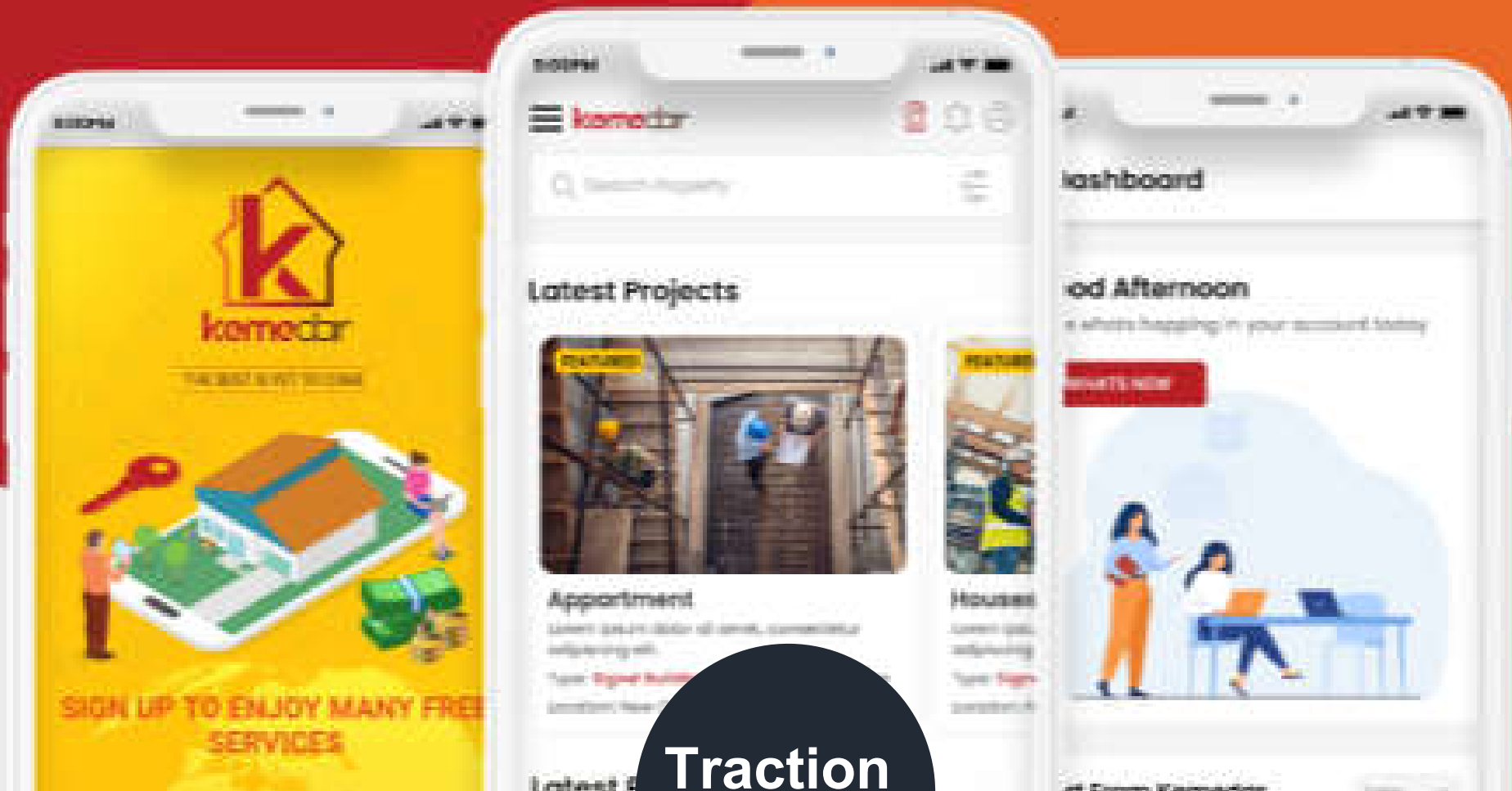
PRODUCTS
BUYERS



TRAINERS &
INSTRUCTOR



STORES &
FACTORIES



Traction

+35
Countries

+1.000.000
LOC
(Lines of code)

80K+
Working days

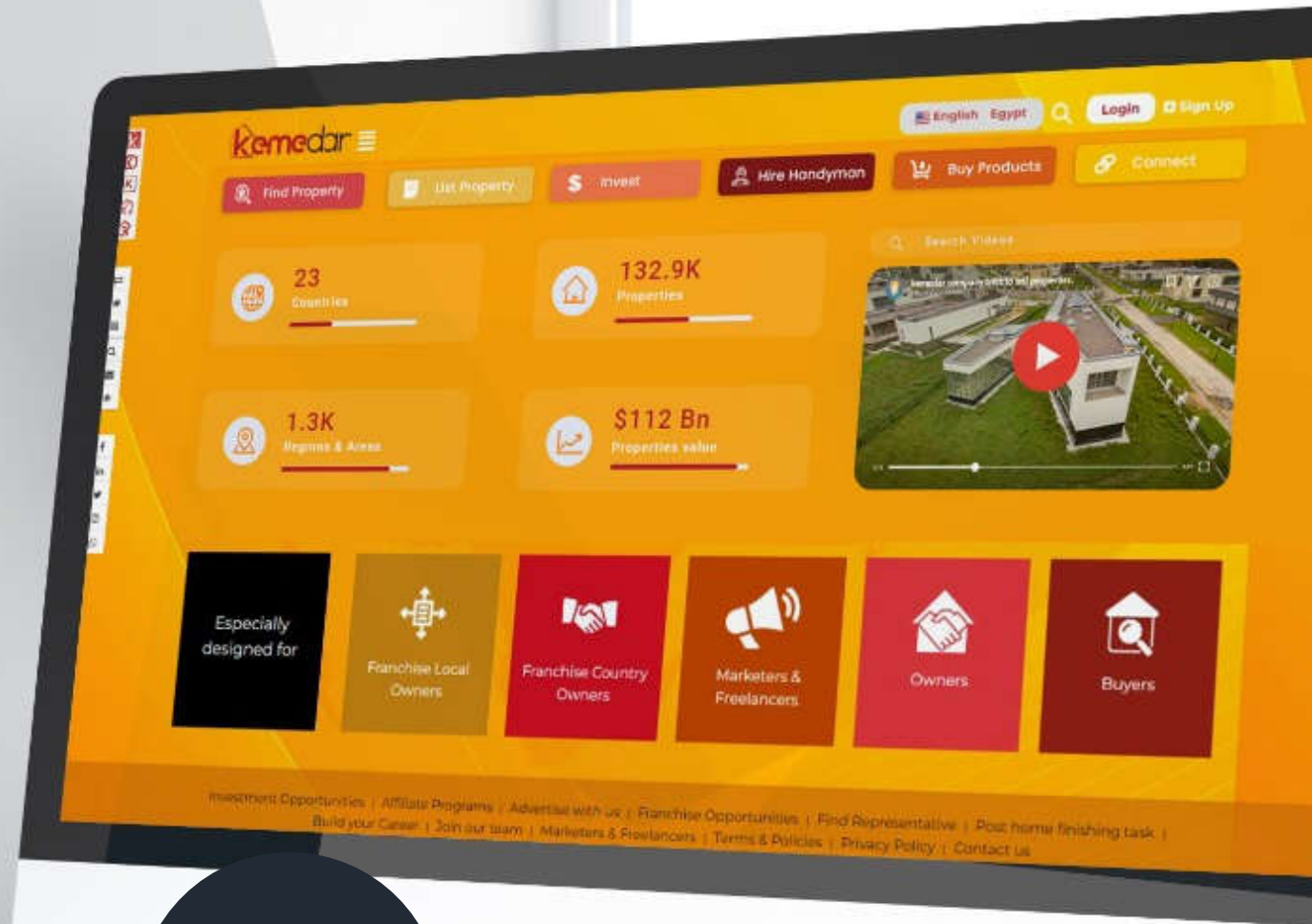
50+
Developers
Full time

17
Languages

500.000+
Development
Hours

3.5K+
Working
months

63+
Freelancers
Hourly based



Traction

5+ M

Added Properties

20.000+

Pre-registered Real estate Developers

3+ M

Target Real Estate Agent & Developers in our DB from LinkedIn

250.000+

Target stores & factories in our DB from Google Business

200.000+

Pre-registered Real estate Agents

7000+

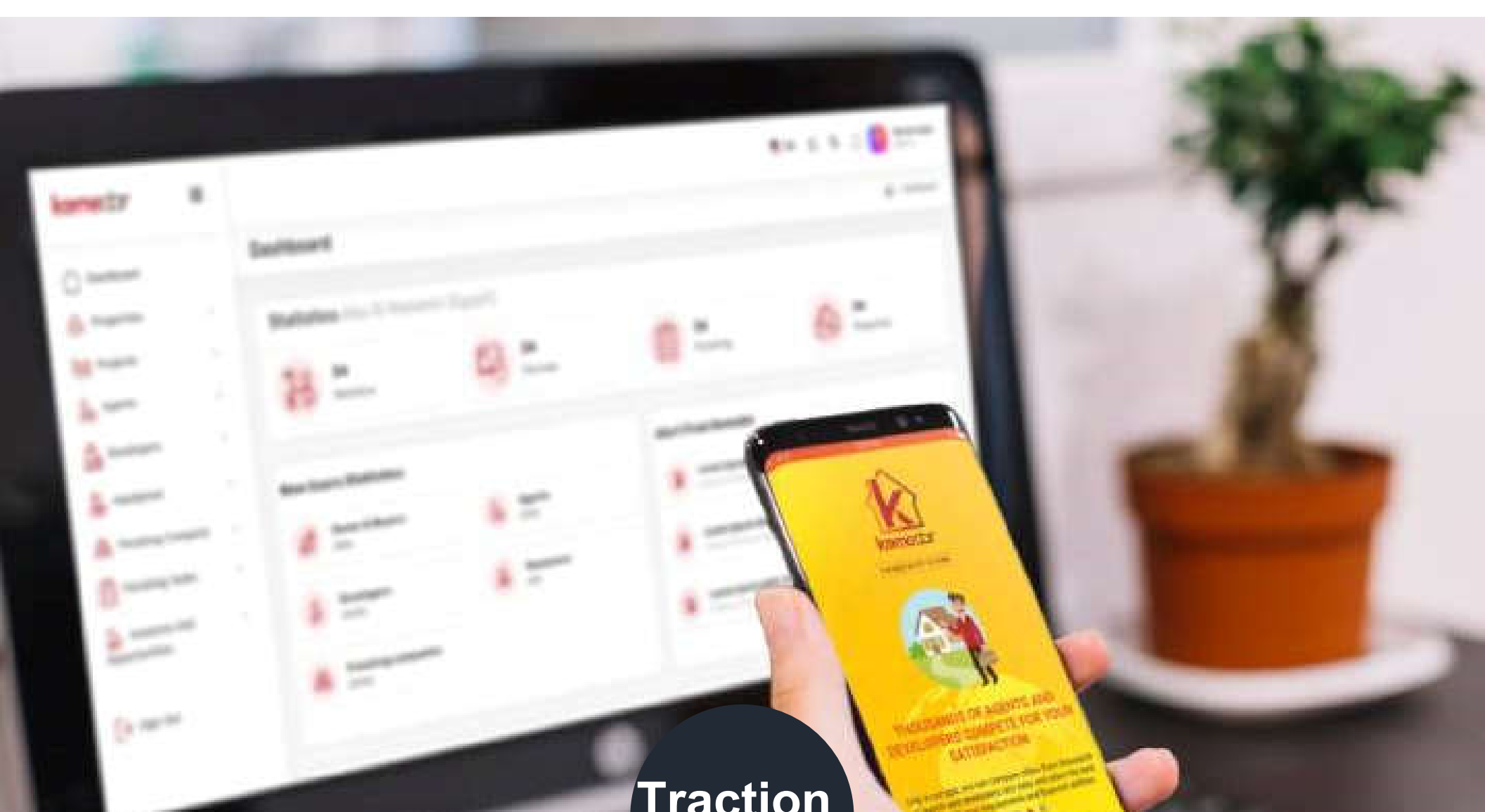
Pre-registered Handymen

700.000+

Target Real Estate Investors in our DB from LinkedIn

500+ M

facebook users assorted DB



Traction

20 +
User types

52+
Products & Services

100+
Cpanel features & tools

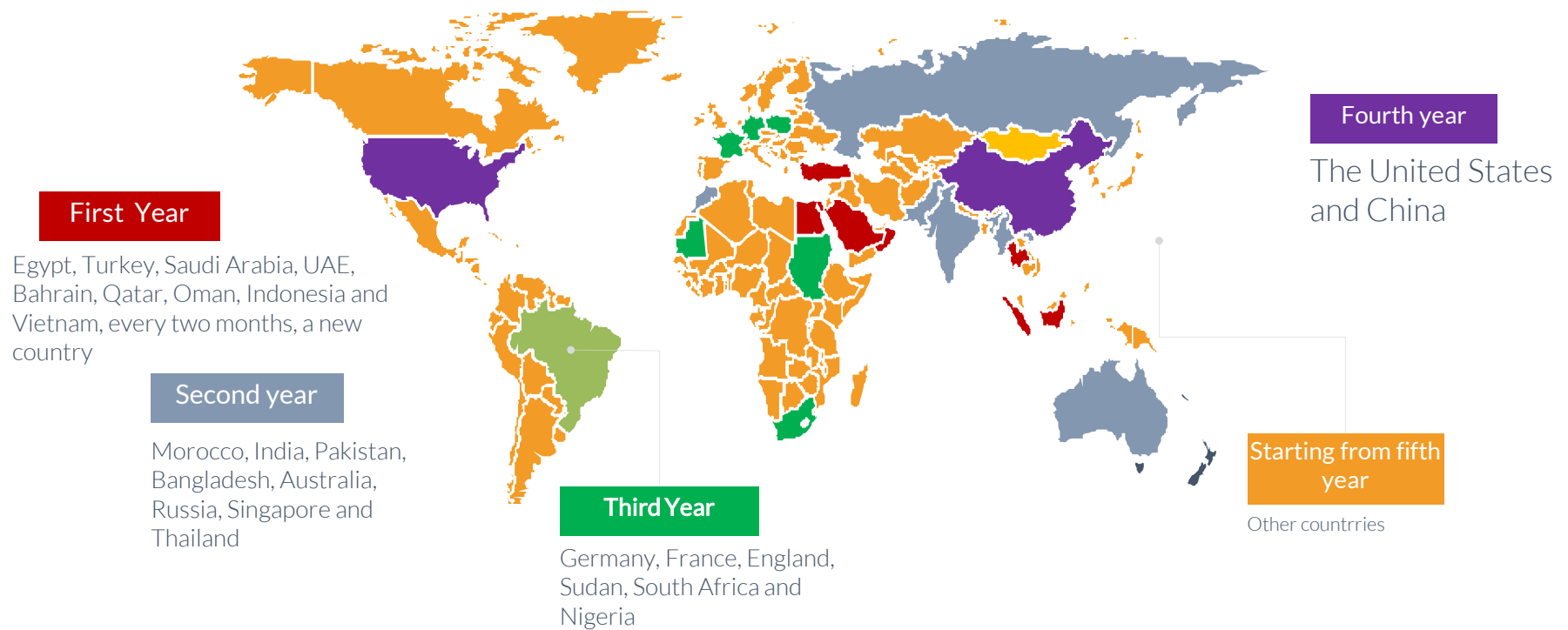
300+
Years of experience for
teamwork

26+
Included Systems

10+
Mobile Apps
(+1 main app)

21+
Real estate Categories

Expansion plan in the world



Our strategy here depends on our country franchise agent in the country for operations on the ground, so by expanding we mean the presence in the countries in this segment is the presence on the ground in the operations of that country through the franchise agent there to conduct business and not necessarily adding that country's information and db on the site that can be done at a faster pace

Our Beautiful Minds(1)



Abdullah Abass

CEO & Founder

Egypt

Creator of the idea

Initiated on 2013

Complete profile about founder and
photo album. [Click here](#)

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Mohammad Arofat

Partner

Indonesia

Server Admin &

Cyber Security

Joined The idea: 2013

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Bui Hanh

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Vietnam

Senior Developer &

Team Leader

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Muhammed Uzair

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Pakistan

Senior Developer &

Team Leader

Joined The idea: 2017

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Our Beautiful Minds(2)



Nguyen Thuy

Partner

Vietnam

Senior Developer &

Team Leader

Joined The idea: 2014

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Mohib Shah

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Bangladesh

Network & SMTP

Admin

Joined The idea: 2021

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Fayyaz Hussain

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Designer

Joined The idea: 2016

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Sarfuzzaman Rashad

Senior Developer

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Senior Developer &

Team Leader

Joined The idea: 2020

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Our Beautiful Minds(3)



Muhammad Siddiqui

Laravel Developer

Pakistan

Laraval developer

Joined The idea: 2019

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Yusuf

Motion Graphic

Algeria

After effect &

Motion Graphic

Joined The idea: 2014

+62 812-2244-2225

And 63 Contracts for 63 freelancers worked on Tasks of Kemedar

The screenshot shows a list of contracts on the Upwork platform. The first contract is titled "Transferring the code of Header and Footer" by freelancer Tousif Osman, completed on Aug 04, 2014 - Aug 22, 2014, with a budget of \$30.00 and a 5-star rating. The second contract is titled "Sound Play List and display page" by freelancer Mohammad Wahid, completed on Jul 30, 2014 - Aug 03, 2014, with a budget of \$16.67 and a 5-star rating. Both contracts have a "Rehire" button. A red box highlights the text "41 - 50 of 63 contracts" in the pagination area.

About Us
Feedback
Community

Trust, Safety & Security
Help & Support
Upwork Foundation

Terms of Service
Privacy Policy
CA Notice at Collection

Accessibility
Desktop App
Cookie Policy
Enterprise Solutions

Follow Us

Mobile app Activate

Future & Expansion Strategy



Important Reports

Q1 2022 PropTech Market Update

Very useful report For Proptech investment in Q1 of 2022 prepared by Houlihan Lokey bank hl.com.
You can see it live here

<http://cdn.hl.com/pdf/2022/prop-tech-q1-2022--.pdf>

or download here

www.kemedar.com/investment_documents/prop-tech-q1-2022-report.pdf

PropTech Global Trends 2021

Great report on trends in Proptech by ESCP business school

See it here

<https://escp.eu/sites/default/files/PDF/news-events/proptech-global-trends-2021.pdf>

Or download here

www.kemedar.com/investment_documents/proptech-global-trends-2021.pdf

Future of Proptech 2022

Prepared by valley bank

See it here

https://www.valley.com/VNB/media/Library/PDFs/March-2022-Bank-Leumi-Whitelabel_Final-web-ada.pdf

Or download it here

www.kemedar.com/investment_documents/future-proptech.pdf

Startup investment report in Egypt 2022:

www.kemedar.com/investment_documents/investment-startups-funds-in-Egypt1.pdf

Important Supporting Documents

Pitch deck English 25 Pages (15 mins reading)

https://www.kemedar.com/investment_documents/kemedar_deck_25p_200622.pdf

Pitch deck English 45 Pages (30 mins reading)

https://www.kemedar.com/investment_documents/kemedar_deck_45p_200622.pdf

Supporting documents for our companies

www.kemedar.com/investment_documents/supporting-douments-kemedar.pdf

Photo Album

www.kemedar.com/investment_documents/photo-album-english.pdf

Complete Business Plan in Arabic

www.kemedar.com/investment_documents/complete-business-plan-ar.pdf

Example for Financial projection in Arabic for the Saudi Arabia market

www.kemedar.com/investment_documents/financialplan_sa_ar.pdf

We have a big database of target customers and markets

www.kemedar.com/investment_documents/database-volume.pdf

A longer version of Pitch deck 75 pages

https://www.kemedar.com/investment_documents/kemedar_deck_75p_200622.pdf

Franchise owner country presentation in Arabic

www.kemedar.com/investment_documents/franchise-pp.pdf

Example for a Stock certificate issued by TREE HOLDING COMPANY

www.kemedar.com/investment_documents/stock-certificate.pdf

Important Videos

Arabic video presentation

<https://youtu.be/FDFWvOW1tTE>

Short Video presentation in Arabic

<https://www.youtube.com/watch?v=ZnzTr8jApX0>

Video presentation for franchise owner country in Arabic

https://www.youtube.com/watch?v=MsPXs0_AKM4&t=1s

Thank you