INVESTOR PRESENTATION

FROM SYRIA
TO THE WORLD

A disciplined e-commerce venture
built around customer trust,
operational control and scalable growth.

PHASE ONE INVESTMENT

USD 500,000

EXPANDABLE IN STAGES
BASED ON PERFORMANCE

Ahmed Hamedo
Founder & Proposed CEO

CONFIDENTIAL INVESTOR PRESENTATION | 2026

02 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The opportunity in one page

THE THESIS

Build a trusted Syrian e-commerce brand around accessible pricing, dependable delivery, cash on delivery, and disciplined after-sales service.

Launch

01

Aleppo as the operating base: headquarters, central warehouse and controlled pilot launch.

Model

02

Direct retail with selected inventory, customer ownership and data-led assortment decisions.

Customer Promise

03

Competitive price, reliable delivery, product quality and exchange/return support.

Scale

04

Aleppo -> Syria -> regional markets -> international channels, only after KPIs validate each step.

INVESTMENT POSITIONING

Phase One targets USD 500,000. The amount is not a permanent project ceiling: additional capital may be deployed in stages when sales, inventory turnover, delivery efficiency and cash performance justify expansion.

Core principle

Prove the economics. Protect the capital. Then scale.

The opportunity is to professionalize the customer experience - not merely digitize a

A fragmented customer journey

01

The opportunity is not simply to put products online. It is to create a more organized buying experience around trust, availability, service and fulfillment.

Everyday demand

02

Mobile accessories, home items, kitchen tools, clothing and selected consumer products provide a broad testing ground for fast-moving SKUs.

A trust advantage

03

Clear product presentation, order confirmation, delivery visibility and after-sales support can differentiate the brand from informal selling.

A disciplined entry

04

The business begins with controlled scope and expands only when customer behavior and operating data support the decision.

BUSINESS MODEL

How the company creates value

Control the customer, the inventory decision and the service standard.

Direct retail

01

The company buys selected products and sells directly to customers, controlling merchandising, service standards and the customer relationship.

Accessible pricing

02

Entry products can target accessible price points - often around USD 5-10 where margins and logistics make commercial sense.

Working-capital control

03

Inventory is purchased in batches, with replenishment driven by sell-through rather than optimism.

Future optionality

04

Additional channels can be introduced later, but the first objective is to prove a repeatable direct-commerce engine.

Trust designed into the order journey

Trust is not a slogan. It is an operating system.

Discover

01

Simple product presentation, clear value and practical offers.

Order & Confirm

02

Cash on delivery at launch, with confirmation before dispatch to reduce failed deliveries.

Receive

03

Reliable packaging, delivery follow-up and clear customer communication.

Support

04

Exchange and return processes designed to protect trust and encourage repeat purchase.

A scalable front end requires a disciplined back end.

Central base

01

Aleppo headquarters and warehouse create one operating center for the first stage.

Supplier discipline

02

Suppliers are evaluated on price, quality, reliability and replenishment speed.

Inventory intelligence

03

SKU-level tracking of movement, margin and reorder performance reduces capital trapped in slow stock.

Fulfillment flexibility

04

Delivery can combine external logistics partners with internal capability when volume justifies it.

MARKETING & GROWTH

Scale acquisition only when economics work

Marketing spend earns the right to scale through measurable contribution.

Performance media

01

Digital campaigns built around measurable conversion rather than vanity reach.

Content engine

02

Short-form product content, demonstrations, offers and customer-focused messaging.

Retention

03

Retargeting and repeat-customer campaigns become more important as first-party data grows.

KPIs

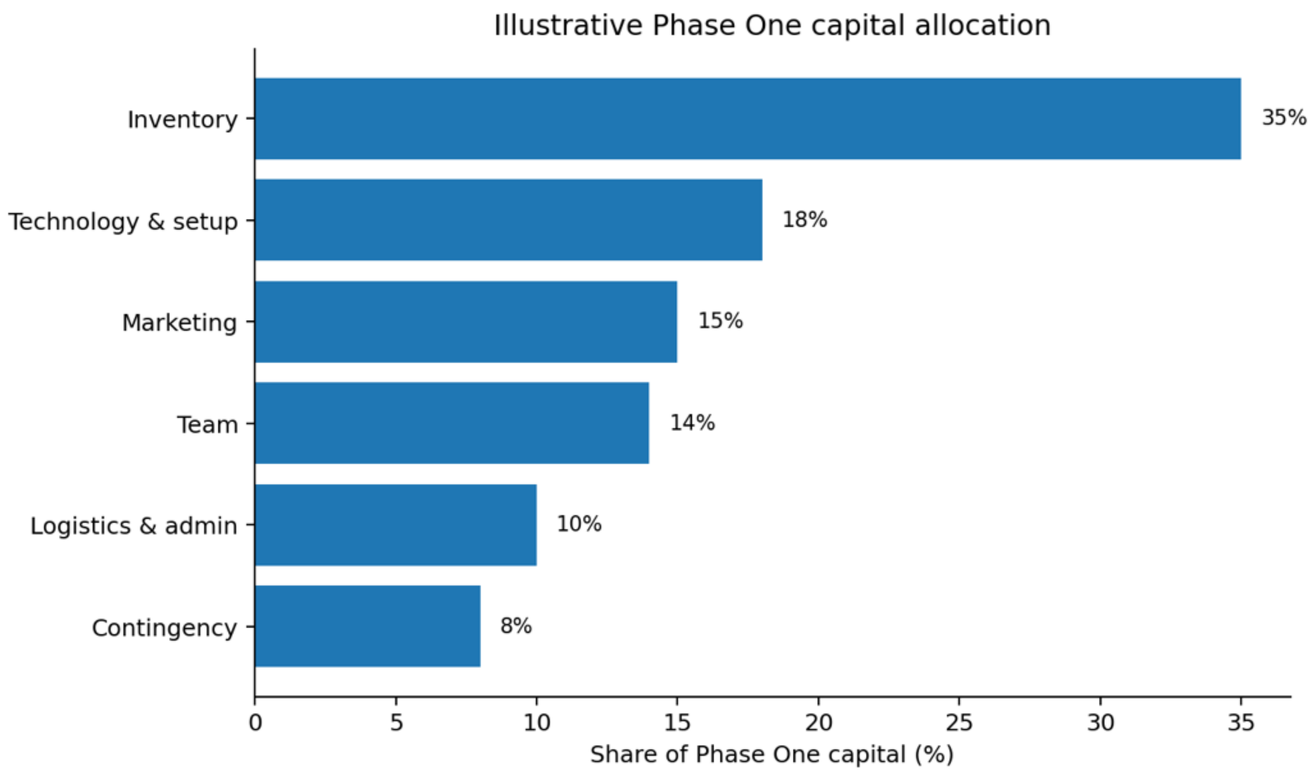
04

Customer acquisition cost, conversion, average order value, repeat rate and contribution margin guide budget increases.

CAPITAL FOLLOWS MILESTONES

Deploy the USD 500K progressively - not all at once.

The mix below is a planning framework and must be finalized against verified quotations.



INVESTOR NOTE

Inventory receives the largest planning share because it directly supports sales.

Technology, marketing and staffing are staged to reduce fixed-cost exposure.

Contingency liquidity is preserved for volatility and operational surprises.

BUILD BEFORE PROFIT

A deliberate preparation and ramp-up period

The build phase is intentional. Profitability follows operating proof.

Setup phase

01

Legal setup, premises, warehouse systems, suppliers, platform and hiring come before full commercial launch.

Controlled launch

02

Early campaigns and orders are used to test the complete operating cycle.

No instant-profit assumption

03

The first objective is reliable execution and measurable unit economics, not artificial early profitability.

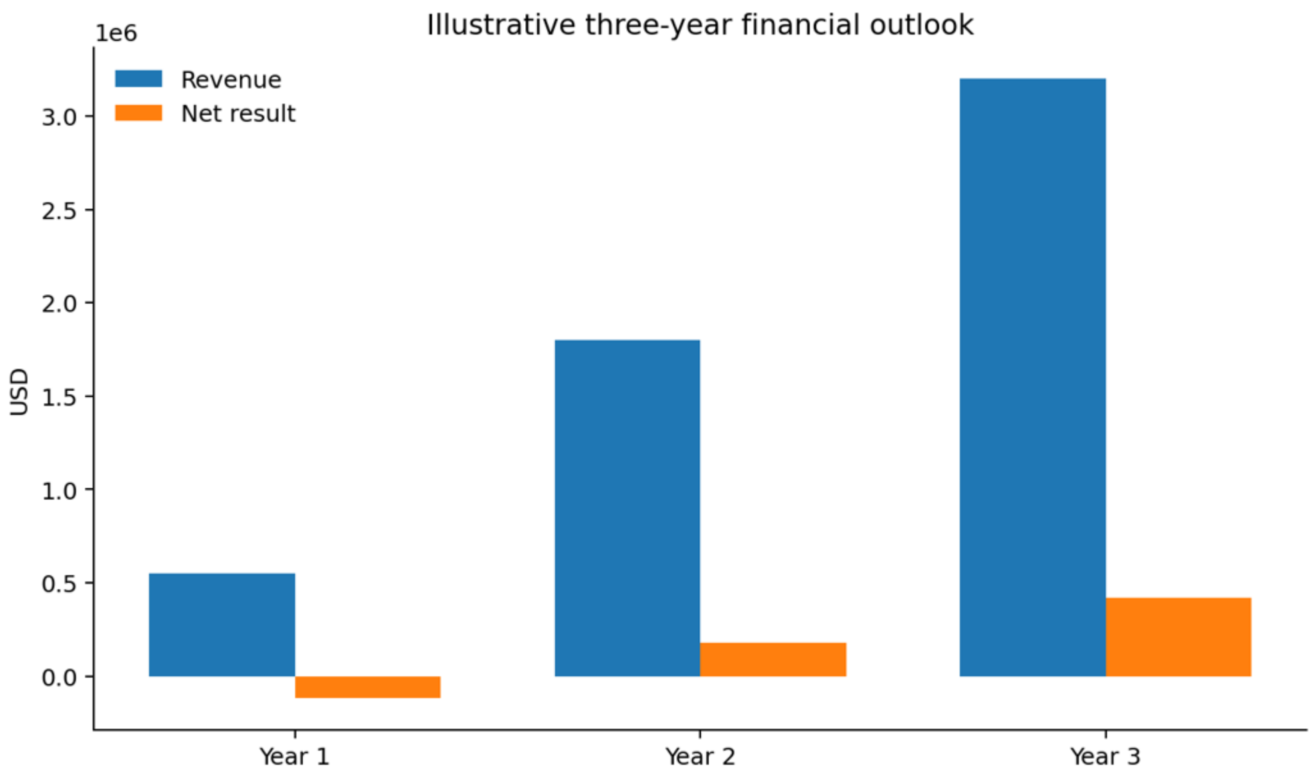
Decision gate

04

Expansion occurs only when the model demonstrates repeatability.

FINANCIAL DIRECTION

Build in Year 1. Target break-even in Year 2. Scale in Year 3.



YEAR 1

$550K revenue

-$120K net

YEAR 2

$1.80M revenue

$180K net

YEAR 3

$3.20M revenue

$420K net

Planning break-even range: approximately month 12-18, subject to actual margins, volume, acquisition cost, delivery cost and returns.

Start with a defined phase. Keep the capital structure flexible.

Phase One

01

USD 500,000 target investment, deployed progressively against real implementation needs.

Equity option

02

An ownership percentage can be negotiated after valuation, due diligence and final legal terms.

Repayable financing option

03

A financing agreement can define repayment period, mechanics, any agreed return and a possible setup grace period.

Expandable capital

04

Additional funding can be considered when agreed KPIs demonstrate a justified expansion case.

The proposition combines experience, discipline and a staged path to scale.

Execution experience

01

Prior practical exposure to marketing and e-commerce operations in the UAE and Turkey.

Testable model

02

Products, campaigns and inventory can be tested before committing large amounts of capital.

Clear customer proposition

03

Price, delivery, quality and after-sales support are understandable commercial differentiators.

Scalable architecture

04

The roadmap is designed to grow geography, assortment and capability in stages.

Risk management is part of the growth strategy.

Demand risk
01

Test products and campaigns at limited scale before increasing inventory or media spend.

Liquidity risk
02

Track stock turnover and preserve cash; clear slow-moving inventory early.

Delivery & COD risk
03

Confirm orders, monitor cancellation/return rates and compare logistics performance.

Legal & funding risk
04

Verify counterparties and source of funds, document transfers and avoid unjustified upfront fees.

SCALE IS EARNED

Every expansion stage requires a performance gate.

01 ALEPPO	02 SYRIA	03 REGION	04 WORLD
Prove model	**National scale**	**Selective entry**	**Cross-border**
Launch HQ, warehouse and pilot operations.	Expand governorate by governorate while protecting liquidity.	Test nearby markets and logistics partnerships.	Develop cross-border channels after regional proof.

NO STAGE ADVANCES WITHOUT KPI VALIDATION

Sales | Liquidity | Inventory | Delivery | Customer Experience

TEAM & OPERATING STRUCTURE

Lean at launch. Flexible as demand grows.

Build the team around demand, not around an org chart.

Initial internal team

01

Approximately 10-17 people, supported by contractors where this lowers fixed cost.

Core functions

02

Executive management, purchasing, warehouse, fulfillment, customer service, marketing, accounting, technology and logistics.

Phase One staffing budget

03

USD 70,000 for payroll and staffing-related operating needs, deployed progressively.

Hiring rule

04

Add headcount when order volume and service requirements justify the cost.

A strong deal is clear about money, rights and operating authority.

We ask

01

Phase One capital, a clear legal structure, staged funding discipline and strategic support where useful.

We offer

02

Early participation in a scalable venture, periodic operating/financial reporting and documented economic rights.

Management clarity

03

Daily operations remain with the executive team; material reserved matters are defined in the investment agreement.

Deal principles

04

No guaranteed profits. No unjustified upfront fees. No funding without legal and financial verification.

Investors back execution as much as they back markets.

Ahmed Hamedo

01

Founder and proposed Chief Executive Officer.

Relevant experience

02

Approximately three years in the UAE and two years in Turkey in marketing/e-commerce activity under the Limitless Shopping name.

Capabilities

03

Marketing and sales, e-commerce operations, team building, customer service and execution follow-up.

Leadership model

04

Clear operating authority paired with transparent investor reporting and agreed approval rights for material decisions.

The first 100 days turn capital into operating capability.

Days 1-30

01

Legal setup, premises, warehouse plan, suppliers, purchasing policy and core management hiring.

Days 31-60

02

Platform, warehouse systems, training and staged initial inventory purchases.

Days 61-90

03

Product content, end-to-end order testing, limited marketing and service measurement.

Days 91-100

04

Pilot launch, daily KPI review, operating refinement and first investor performance report.

THE TRANSACTION PATH

Clear diligence. Clear documents. Clear deployment.

01

Review

Business model, capital plan, financial assumptions and preferred investment structure.

02

Due Diligence

Verify the parties, source of funds, legal documents and transfer/disbursement mechanism.

03

Agreement

Define Phase One capital, rights, reserved matters, management authority and future funding mechanics.

04

Staged Funding

Release capital against real execution needs and the First 100 Days plan.

05

Measure & Decide

Review actual KPIs before expansion or any additional funding round.

PHASE ONE TARGET: USD 500,000

Expandable in stages according to performance and the agreed growth plan.

LIMITLESS SHOPPING

FROM SYRIA TO THE WORLD

INVITATION TO PARTNER

Build locally.
Prove with data.
Scale with discipline.

Ahmed Hamedo
Founder & Proposed CEO

LIMITLESS SHOPPING SY
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