One home journey.
One connected community.

The problem

Furnishing a home can mean juggling stores, service providers and endless choices.

The home journey, connected

Our vision for Manzelna is one intelligent furniture and home services marketplace for MENA, starting in the UAE.

Customers will visualise rooms with AI, compare real products, shop complete looks and book services in one place. AI links inspiration to real products that fit their style and budget.

A community beyond the purchase

A free community will connect people through real homes, advice and DIY ideas. Rewards encourage them to return as their homes and needs evolve.

Vendors gain visibility, sales opportunities and lasting customer relationships.

How Manzelna plans to earn

34 **Planned sources of revenue**
Detailed in the investor deck on Manzelna.com

Manzelna plans to earn through vendor subscriptions, sales and service fees, and optional paid tools. Exhibitions, sponsored content and branded collections add future opportunities.

Vendors hold stock. Contracted movers deliver directly from store to customer.

Manzelna.com

Explore the vision and financial model

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34 planned revenue sources

Who pays and what Manzelna earns

31 included in the forecast

3 future options shown separately

Store and provider services

01 Furniture store subscriptions
Stores pay for business profiles and catalogues.

02 Service provider subscriptions
Providers pay to showcase their home services.

03 Vendor Pro business tools
Vendors pay extra for enquiry and quote tools.

04 Virtual showroom tours
Stores pay to display interactive 360° tours.

05 Assisted catalogue setup
Vendors pay for help preparing product listings.

Sales, bookings and delivery

06 Furniture sales fees
Manzelna earns a fee from furniture checkout.

07 Decor and appliance sales fees
Fees on accessory, decor and appliance orders.

08 Furnishing package fees
Fees for coordinated room or home packages.

09 Home service booking fees
Fees on completed bookings managed by Manzelna.

10 New furniture delivery margin
Delivery charge less the contracted mover cost.

11 Classified item delivery margin
A retained fee on optional arranged deliveries.

12 Paid classified listing upgrades
Sellers pay for optional extras on free listings.

AI, membership and gifting

13 Premium AI room designs
Customers pay for extra AI room design images.

14 Optional customer membership
Customers pay monthly for additional benefits.

15 Sponsored loyalty campaigns
Vendors pay for reward campaign administration.

16 Gift card programme fees
An agreed fee on redeemed gift card value.

17 Corporate gifting accounts
Businesses pay to administer gifting programmes.

Business and property services

18 Business home setup projects
Companies pay for home setup coordination.

19 Resident service portals
Building managers pay for resident service tools.

20 Property professional accounts
Professionals pay for property listing accounts.

Manzelna Expo

21 Exhibition stand space
Exhibitors pay for floor space at Manzelna Expo.

22 Exhibition sponsorships
Brands pay for agreed event sponsorship rights.

23 Premium event admissions
Visitors pay for selected premium experiences.

24 Exhibitor service packages
Exhibitors pay for extra support beyond space.

25 Exhibition digital promotion
Exhibitors pay for additional digital exposure.

Makeovers, content and learning

26 Makeover season title sponsor
One brand pays to be the main season sponsor.

27 Makeover category sponsors
Brands pay for category rights across the season.

28 Sponsored episode features
Brands pay for agreed exposure within episodes.

29 Content reuse licences
Brands pay for extra rights to reuse content.

30 Paid workshops and webinars
Participants pay to attend selected home classes.

31 DIY brand partnerships
Brands fund agreed learning and community work.

Future options

Excluded from the current forecast

32 Country partner licences
Partners pay to use the platform and brand.

33 Instalment and payment referrals
Providers pay referral fees where contracted.

34 Manzelna branded furniture
Suppliers pay a share of eligible branded sales.

Planned offers across several launch years. Fees and packages require validation.
Gift values and vendor reward budgets are excluded from Manzelna revenue.

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Full assumptions in the financial model

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UAE LAUNCH

Investment overview

Investment sought

USD 750,000

AED 2,754,375

PLANNED OPERATIONS

18 MONTHS

1 year and a half

BASE CASE MILESTONE

From month 19

Positive monthly EBITDA

Projected target

Where the investment goes

Proposed allocation

Operations and core team

USD 250,000

AED 918,125

Sales, marketing and vendor acquisition

USD 198,529

AED 729,099

Product, technology and integrations

USD 176,471

AED 648,088

Legal, working capital and contingency

USD 125,000

AED 459,063

Projected cash buffer at month 18

Included within the raise

USD 168,114

AED 617,400

Explore the detailed financial Excel model

Manzelna.com

Base case projections depend on achieving planned revenue and costs.

Proposed allocations are separate from the detailed cash forecast.

USD 1 = AED 3.6725. Amounts rounded.

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REVENUE OUTLOOK

Base case forecast

Cumulative revenue by month 18

USD 508,809

AED 1,868,601

January 2027 to June 2028

MONTH 18 REVENUE

USD 73,034

AED 268,217

June 2028 only

BASE CASE MILESTONE

From month 19

Positive monthly EBITDA

Projected target

Annual revenue forecast

Full calendar years

Year	USD	AED
2027	148,026	543,627
2028	887,620	3,259,785
2029	4,063,187	14,922,053
2030	7,498,140	27,536,921
2031	12,421,200	45,616,859

Proposed funding allocation

Share of total funding

33.3% Operations and core team	**26.5%** Sales, marketing and vendor acquisition
23.5% Product, technology and integrations	**16.7%** Legal, working capital and contingency

Detailed financial Excel model

Manzelna.com

Annual figures overlap the first 18 months and should not be added to that total.

Base case projections depend on planned revenue and costs. Revenue excludes VAT.

USD 1 = AED 3.6725. Amounts and allocation percentages rounded.