

LEOCALLS

Cloud-Based Business Communication Platform for the GCC

Empowering GCC Enterprises with Seamless, Scalable
Communication Solutions



GCC Businesses Face Critical Communication Challenges

Traditional telephony systems are inadequate for the rapidly digitizing GCC economies. As digital transformation accelerates, businesses face challenges from outdated communication infrastructure, affecting growth and operational efficiency.

1

High Infrastructure Costs

Traditional PBX systems require substantial capital expenditure, with setup costs ranging from \$50,000 to \$200,000 for medium enterprises, creating significant barriers for SMEs across the GCC region.

2

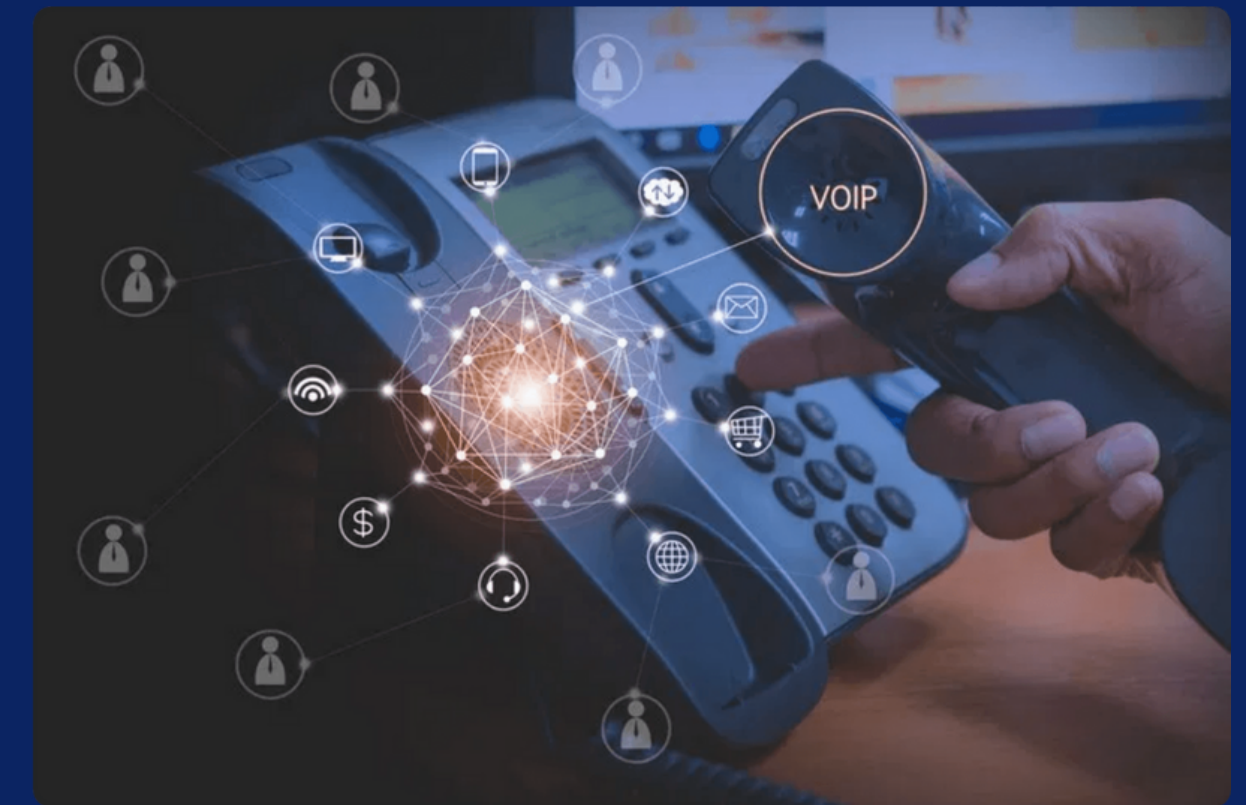
Limited Scalability

Conventional systems cannot adapt to the rapid business growth experienced across GCC markets, where the SME sector is expanding at 8-10% annually, requiring flexible communication solutions.

3

Poor Integration

Legacy systems fail to integrate with modern CRM, ERP, and cloud-based business applications that are essential for digital operations and competitive advantage in today's market.



Communication Challenges Continue

4

Maintenance Complexity

On-premise solutions demand dedicated IT resources and ongoing maintenance, diverting focus from core business activities. Organizations must invest in specialized personnel and infrastructure management, increasing operational overhead and reducing agility.

5

Remote Work Limitations

Traditional systems cannot support the growing remote and hybrid workforce models increasingly adopted across Saudi Arabia, UAE, and other GCC nations. The inability to provide seamless communication for distributed teams hampers productivity and employee satisfaction.

These infrastructure challenges collectively hinder business growth and operational efficiency across the GCC region. As enterprises pursue digital transformation aligned with national visions like Saudi Vision 2030, the need for modern, scalable, and integrated communication solutions has become critical for competitive success.

GCC Communication Services Market Presents \$27 Billion Opportunity

The GCC region is undergoing a digital revolution, fueled by initiatives like Saudi Vision 2030 and UAE's digital transformation, leading to high demand for cloud-based communication solutions across various business sectors.

\$83.99B

GCC Telecom Market Size 2024

\$151B

Projected by 2033 (6.74% CAGR)

\$27B

Communication Services Revenue 2025

\$2.13B

Unified Communications Market 2024

Total Addressable Market

900,000+

SMEs and 15,000+ large enterprises across GCC countries

Key Growth Drivers

Government-led digital transformation mandates across all GCC countries

Rising smartphone penetration exceeding 95% in UAE and Saudi Arabia

40% year-on-year increase in cloud computing adoption in Saudi Arabia

Over 60% of GCC SMEs actively pursuing digital transformation initiatives

Leocalls Delivers Enterprise-Grade Cloud Communications Built for GCC Markets

A comprehensive cloud-based communication platform designed specifically for GCC businesses, offering voice, video, messaging, and collaboration tools through a unified, scalable infrastructure with native Arabic support.

1

Cloud PBX System

Full-featured virtual phone system with IVR, call routing, voicemail, and advanced call management capabilities.

2

Multi-Channel Communication

Integrated voice calls, video conferencing, SMS, and team messaging unified in one platform.

3

Arabic-First Interface

Native Arabic language support with RTL interface design optimized specifically for GCC users.

4

Business Integration

Seamless API integration with popular CRM, ERP, and business management systems.

5

Mobile & Desktop Apps

Cross-platform applications enabling communication from anywhere, supporting remote and hybrid work models.

6

Advanced Analytics

Real-time dashboards and reporting for call metrics, team performance, and customer interactions.

Leocalls Combines Local Expertise with Global Technology Standards

Unlike international competitors, Leocalls is purpose-built for GCC market requirements, offering localized features, regional support, and compliance with local telecommunications regulations.

GCC-Optimized Infrastructure

Data centers located in Saudi Arabia and UAE ensuring low latency and data sovereignty compliance with regional regulations.

Arabic-Native Platform

Full Arabic language support including voice prompts, UI, and customer support, with right-to-left interface design.

Local Regulatory Compliance

Built-in compliance with CITC (Saudi Arabia), TRA (UAE), and other GCC telecom regulations from day one.

Flexible Pricing

Subscription models designed for GCC business structures with SAR/AED pricing and local payment methods.

Why Lenocalls?

Regional Support

24/7 Arabic and English customer support with local teams understanding GCC business culture and practices.

Islamic Business Hours

System configurations supporting regional working hours, prayer times, and holidays specific to GCC markets.

Competitive Edge

40% Lower Cost

Compared to international providers when accounting for local setup and compliance requirements

3x Faster

Deployment time with pre-configured GCC templates and local infrastructure

Superior Quality

Call quality with regional infrastructure and optimized routing within GCC

Sustainable Multi-Revenue Stream Business Model

Subscription Tiers

Starter Plan

Basic calling, messaging, mobile app

Professional Plan

Advanced features, integrations, analytics

Enterprise Plan

Full feature set, dedicated support, custom development

Call Center Plan

Specialized routing, recording, quality management



Additional Revenue Streams

Usage Charges: SAR 0.15-0.50 per minute for outbound calls depending on destination

SMS Services: SAR 0.10-0.25 per message for business communications

Setup Fees: SAR 5,000-50,000 based on complexity and user count

Hardware Sales: SAR 500-2,000 per IP phone device for premium clients

Professional Services: SAR 500-1,500 per hour for custom development and consulting

Key Unit Economics

Average Revenue Per User **SAR 250/mo**

Customer Lifetime Value **SAR 45,000**

Customer Acquisition Cost **SAR 8,000**

LTV:CAC Ratio **5.6:1**

Addressing Diverse Communication Needs Across GCC Markets

Small and Medium Enterprises (SMEs)

900,000+ SMEs

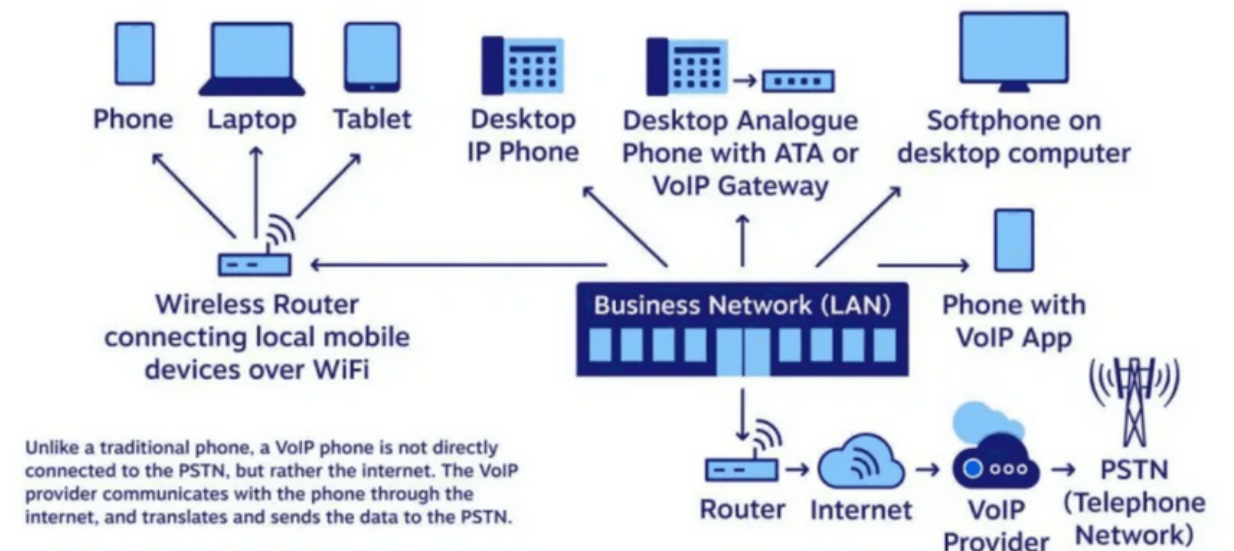
5-250 employees, cost-conscious businesses seeking modern communication solutions with enterprise features at affordable pricing. Need easy self-service setup with limited IT resources.

Large Enterprises

15,000+ Corporations

250+ employees across multiple locations with complex integration requirements. Require scalable platforms, dedicated support, custom integrations, and full compliance with GCC regulations.

VoIP Phone Service: Cloud-Based



Additional Target Segments

Call Centers & Customer Service

2,500+ Centers

High call volumes requiring advanced routing, quality management, and real-time analytics. Need specialized features for agent productivity, call recording, and performance monitoring.

Remote-First Organizations

40% Adoption

Distributed teams across GCC requiring mobile-first solutions and unified communication platforms. Need seamless collaboration tools accessible from anywhere with consistent quality.

Geographic Focus

Saudi Arabia (largest GCC economy)

40%

UAE (highest digital adoption)

35%

Kuwait, Qatar, Oman, Bahrain

25%

915,000+

Total addressable businesses across all GCC countries seeking cloud communication solutions

Path to SAR 40 Million Revenue by 2028

2026 350 customers	SAR 3.5M
2027 1,200 customers	SAR 12M
2028 2,800 customers	SAR 28M
2029 5,000 customers	SAR 40M

Customer Growth

Year 1 (2026) 350 customers Foundation phase	Year 2 (2027) 1,200 customers +243% growth
Year 3 (2028) 2,800 customers +133% growth	Year 4 (2029) 4,000 customers +52% growth

Key Assumptions

Average Customer Size	ARPU (per user/month)
50 users	SAR 250
Monthly Churn Rate	Gross Margin
3-5%	75%

Meet Our Founders

Experienced leadership team with deep GCC market expertise and 45+ combined years in telecommunications, enterprise software, and business operations.



Yasser Refaat

Co-Founder & Chief Executive Officer



Mohamed Abdullatif

Co-Founder & Chief Operating Officer



Mohamed Tawfek

Co-Founder & Chief Technology Officer



Soaad Alaqad

Co-Founder & Chief Customer Officer

Investment Opportunity

Seeking Pre-Series A Funding

To accelerate GCC market leadership and scale operations

SAR 1.5M

Use of Funds

Product Development Platform enhancement, Arabic features, mobile apps	35%
Sales & Marketing Sales team expansion, marketing campaigns, partnerships	30%
Infrastructure & Operations GCC data centers, network capacity, security	20%
Team Expansion Engineering, customer success, regional support	10%

Milestones & Expected Outcomes

18-Month Milestones

- Launch full Arabic platform with advanced features by Q2 2025
- Establish direct sales presence in Saudi Arabia, UAE, and Qatar
- Achieve 1,200+ customers and SAR 12M annual recurring revenue
- Secure partnerships with 3+ major system integrators in the region

Expected Outcomes

4,000+ Customers

By end of Year 4 (2029)

Market Leadership

Top 3 position in GCC cloud communications

SAR 40M Revenue

Annual recurring revenue by 2029

Profitability

Positive EBITDA by Year 3 (2028)