

Technology platform providing a shopping experience for mums across the Middle East

2be.lu VC fund offers opportunity to take part in the digital assets offering backed by Sprii.

Sprii operates Middle East's №1* online multi-million shopping platform for mums with online shop and an app in the UAE, Kuwait and Saudi Arabia, and expanding its operations to Bahrain, Qatar and Oman.



- * TimeOut Dubai**
Winner of TimeOut Best Online Kids Retailer
- Gulf Capital SME Awards**
Online Business of the Year Award
- Alibaba**
Winner of Alibaba MENA Award
- Entrepreneur**
E-commerce Enterprise Agility Award

Company highlights

- Zero inventory model, with highly scalable teams
- Over 100% YoY sales growth
- High margin vertical
- Positive working capital model with cash sales and 45-day average payment terms
- Over 1M Social Media followers across the Middle East
- Rockstar team of 120+, with best-in-class Management team experienced Advisory Board

Developed business network

Fully developed regional and global brand network and supply chain with over 3,000 global brands with authentic regional distributors, providing 90,000 stock keeping units.



Key advantages of the investment in Sprii

- Growing market**
Growing e-commerce market in Middle East
- Exceptional performance**
Exceptional performance since company inception in 2015
- Successful investment track record**
Attracted \$14.1M investments in 3 previous rounds

Investment opportunity on VNX platform

2be.lu VC fund offers opportunity to participate in the offering of digital assets (Digital Claim Receipts) backed by proceeds from investments of 2be.lu VC fund into convertible notes of Sprii.

The notes will be converted into ordinary shares in the next funding round with a 20% price discount of the purchase price of the shares payable by investors in the next round scheduled for Q4 2020.

Please refer to the offering materials at <https://invest.vnx.io> for more information.

Contact us

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