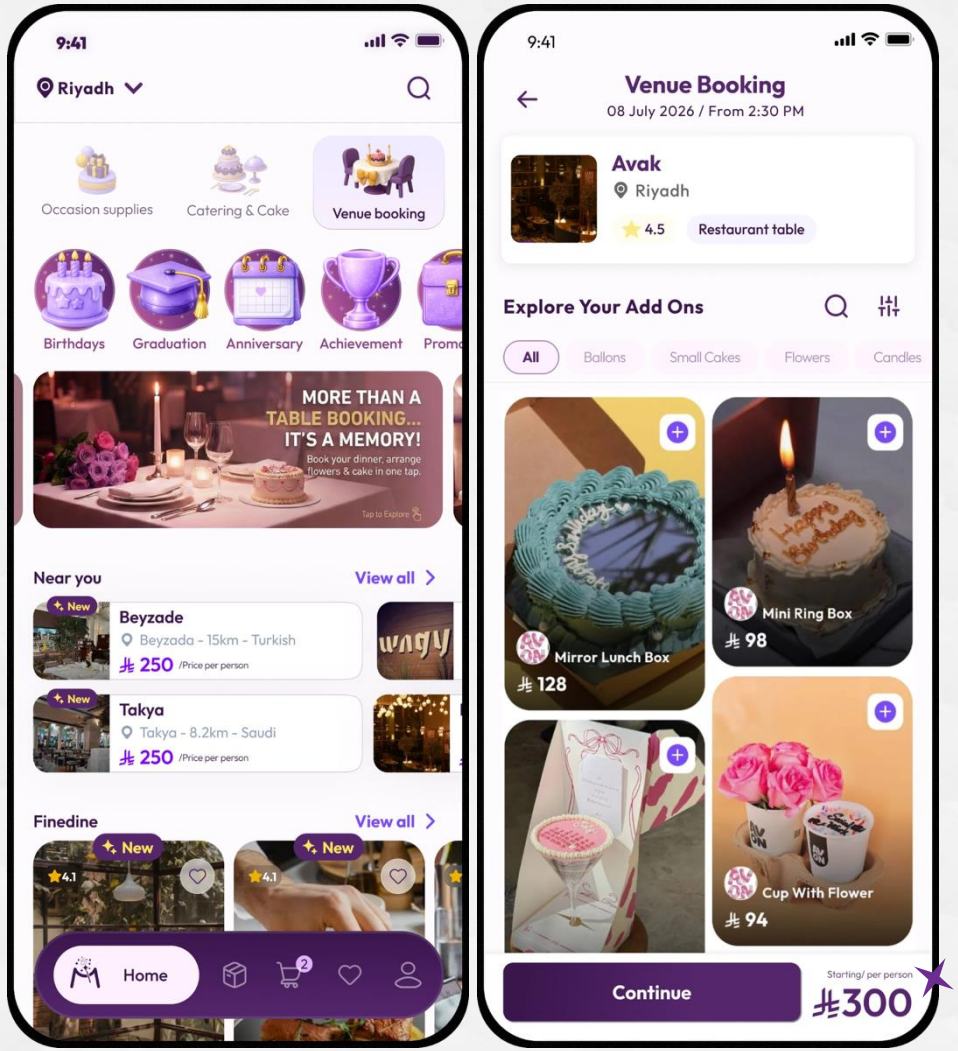
MILA

The booking engine of celebrations



Investor Pitch · May 2026 · Riyadh, Saudi Arabia

The problem

Booking a celebration is still broken



One event, five vendors

Venue, decor, cake, flowers and gifts all live in different places with zero coordination



Prices hidden in DMs and calls

No menus, no transparency. Every quote is a negotiation on WhatsApp



Five checkouts, no bundle

Each vendor gets paid separately. Nobody guarantees the pieces come together

70% give up planning when time runs short

Booking a celebration should take minutes, not weeks

The solution

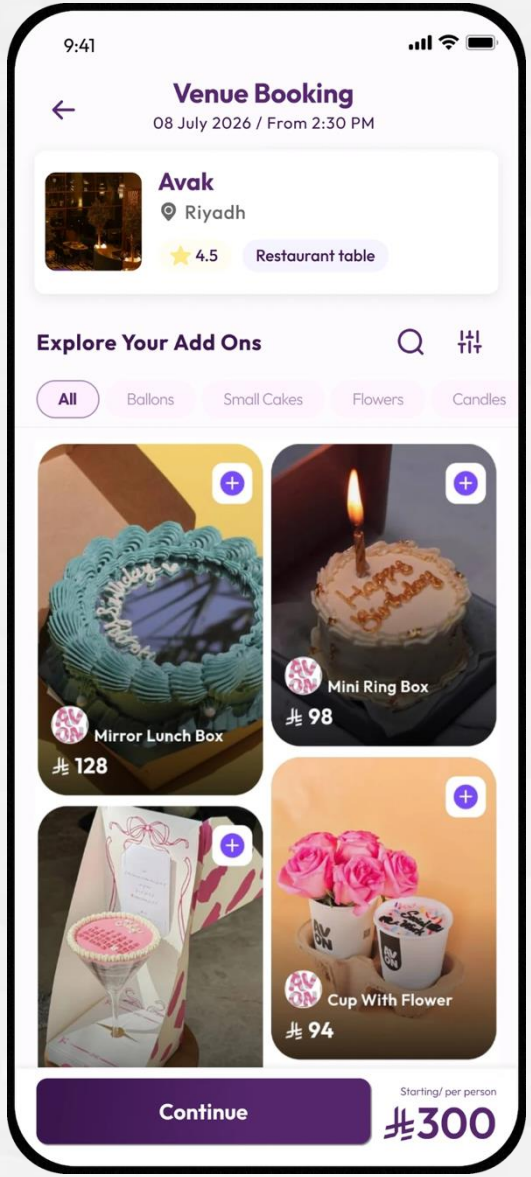
One cart. One payment. The whole celebration

1 · Discover
Every venue and vendor in one marketplace

2 · Customize
Build the whole event: decor, catering, cake, gifts

3 · Book
One checkout pays them all, one confirmation

From idea to fully booked and paid in minutes



Traction

The booking engine is already running

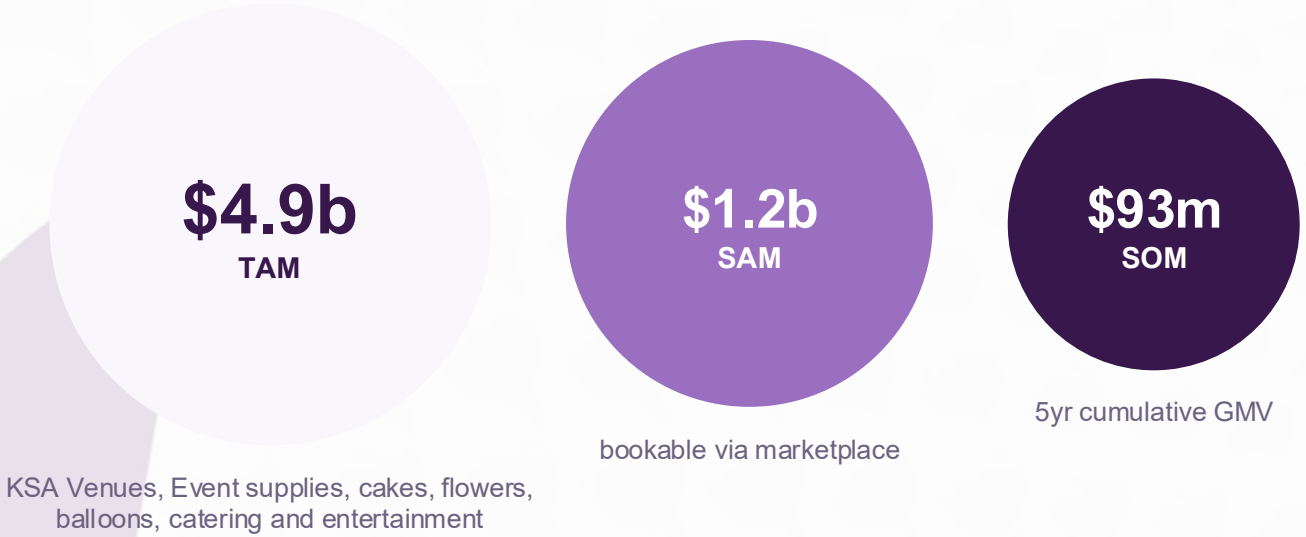
613+	265%	$370	52%
celebrations booked & paid	quarterly growth	average basket	retention

336	45%	$56	22k	52k	$227k
paying users	monthly growth	CAC	registrations	downloads	GMV to date

Actual sales,2024 – 2026 Not projections.

The market

10,000 celebrations a day. $4.9B, no booking layer



KSA Venues, Event supplies, cakes, flowers, balloons, catering and entertainment

bookable via marketplace

5yr cumulative GMV

A COUNTRY THAT CELEBRATES ALL YEAR

28M	Saudis aged 0 to 49
450K	newborns a year
238K	university graduates a year
160K	weddings a year

Source: Statista, General Authority for Statistics, Ministry of Education, Markntel Advisors

The product

Five taps from idea to booked

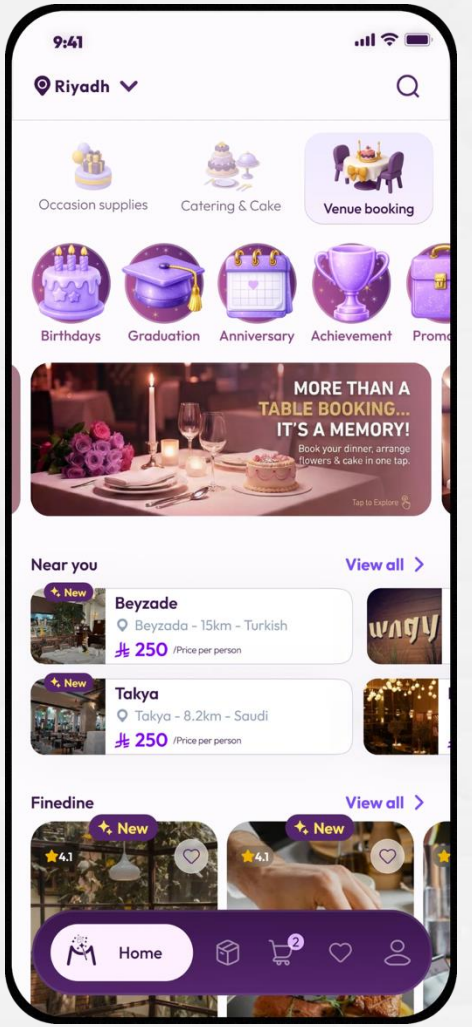
Real supply, live prices
Restaurants, venues and vendors with transparent per-person pricing

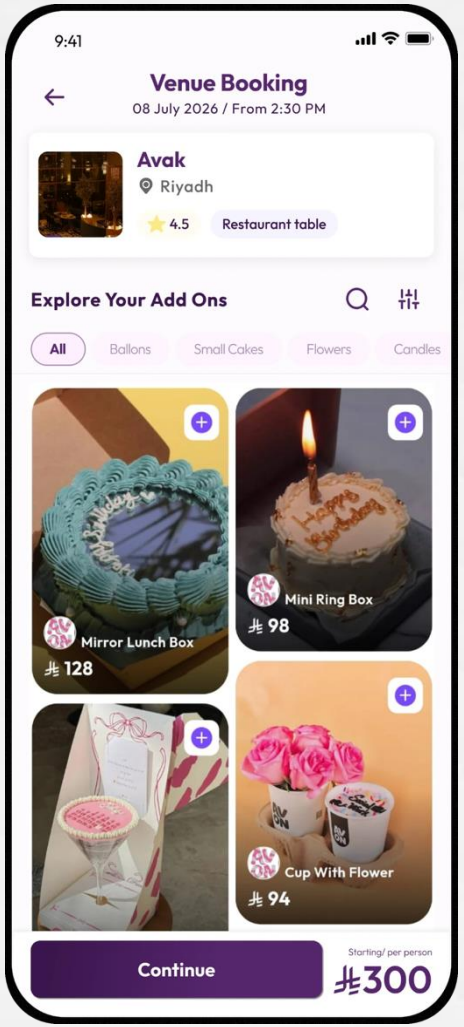
Add-ons in one tap
Cakes, flowers, balloons and themes attach to the same booking

Pay once, celebrate
A single checkout confirms every vendor at the venue

LIVE IN THE APP

Venues & reservations | Catering | Custom cakes | Flowers & gifts | Party supplies

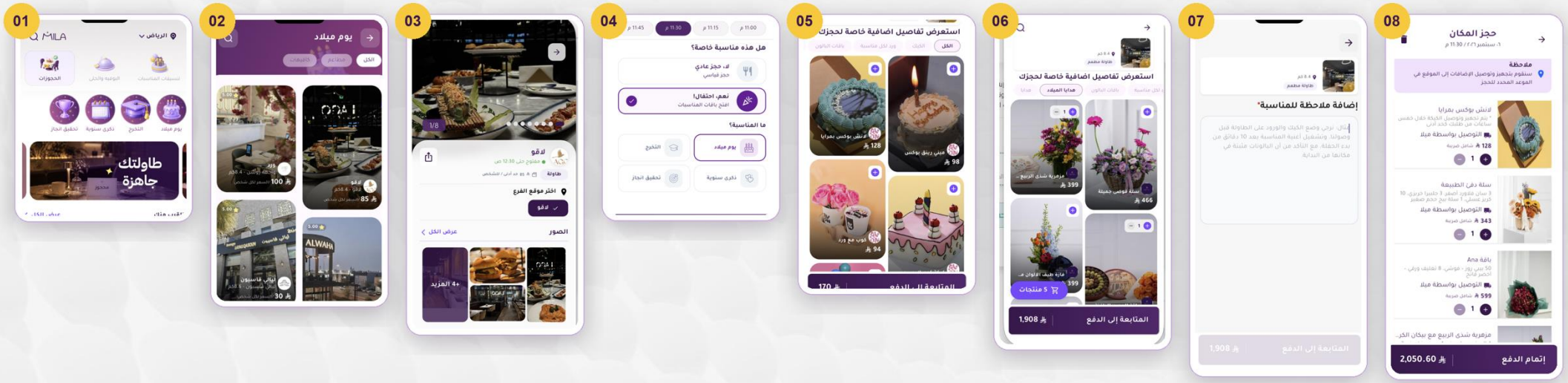




The booking journey

Eight screens. One cart.

The real app, booking a birthday table and everything on it, Riyadh, September 2026.



Home
Reservations, buffet and sweets, occasion setups

Pick the occasion
Venues nearby, price per person

The venue
Photos, branch and minimum spend

Make it special
Time slot, then the occasion packages open

Cakes
Add-ons made for this booking

Flowers and gifts
Everything joins the same cart

A note for the venue
How the table should be set up

One checkout
Table plus add-ons, delivered at booking time

One cart, one payment, the whole event.

Business model

On Every transaction we make 22.5%

17.5%

vendor take rate

Paid by every vendor on every confirmed booking

+5%

customer dynamic fees

Convenience layer priced into the cart

22.5%

blended take on the whole cart

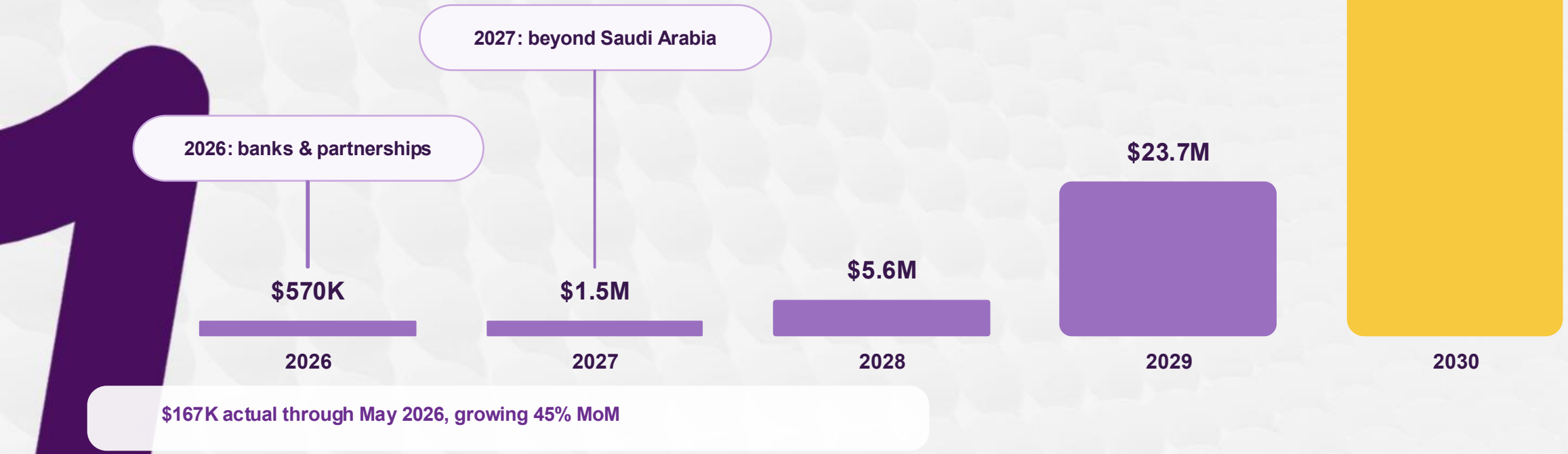
Reservation apps monetize one table. We monetize the celebration.



The path

More bookings, bigger carts: $93M GMV





$167K actual through May 2026, growing 45% MoM

Why we win

Only Mila books the entire celebration in one cart

	Mila	The Chefz	Flowered	Seven Rooms	We book	Wnees	Eventfull
Reservations	✓	✓	✗	✓	✓	✗	✓
Reservation add-ons	✓	✗	✗	✗	✗	✗	✗
Event supplies	✓	✗	✗	✗	✗	✓	✓
Gifts & flowers	✓	✓	✓	✗	✗	✗	✗
Catering	✓	✓	✗	✗	✗	✓	✗
AI Personal Designer	soon	✗	✗	✗	✗	✗	✗
Planner program	✓	✗	✗	✗	✗	✗	✗
One-cart ordering	✓	✗	✓	✗	✗	✓	✓

And it compounds: every booking deepens our supply, data and bundles.

Distribution

Our Partners send us bookings

Card-linked celebration offers put Mila in front of millions of cardholders at near-zero CAC.

Card-linked discount
Exclusive rates on Mila, unlocked by paying with partner bank cards

Cashback by basket size
The bigger the celebration cart, the bigger the reward

LIVE PARTNERS

Wddk · WalaPlus · SPICE · Riyad Bank · qitaf · Check-in · Darent

BACKED BY

DeveGO25 · PLUG AND PLAY · Code مركز ريادة الأعمال الرقمية CENTER OF DIGITAL ENTREPRENEURSHIP · 500 · TECH FOUNDERS · TikTok | Blossom accelerator

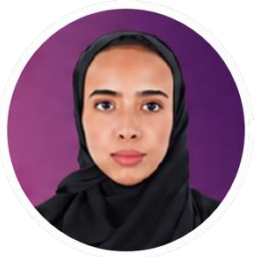
Distribution investors cannot buy: **our partners bring us their customers.**

The team

We scaled marketplaces here before



Mohammed Ghourbal
CEO



Bedour Al-Malik
CCO



Mohammed Amasha
CFO



Mohammed Sakr
CTO

45+ years combined across ride-hailing, food delivery, e-commerce and SaaS

careem FOODICS halan Vezeeta SWVL EdfaPay وصل Wssel surepay

The journey

20 months in Momentum, not promises

Sep 2024
First celebration booked and paid

2025
Accelerated by 500 Global, Plug and Play, CODE and 3 more

Early 2026
7 commercial partners signed, including Riyad Bank and Qitaf

May 2026
613 celebrations, growing 265% a quarter

WHAT THIS ROUND UNLOCKS

Corporate channel live
card-linked offers at scale

v3 + AI Personal Designer
funded by this round

$50K monthly revenue
stabilizing within the runway

Priced round
in 12 months

The ask

Raising a $500K Seed on a SAFE, $5M cap

USE OF FUNDS

Marketing & growth — 45%
scale acquisition

Opex & payroll — 30%
core talent, operations

Tech & product — 25%
v3, automation, AI Personal Designer

Growth	Scale acquisition & expand regions
Product	Build v3 & automate end-to-end
Revenue	Reach $50K MRR & unit economics
Team	Hire core talent & scale execution

19% secured · extendable to $750K total

Own a piece of
the booking engine

Book your upcoming
celebration

One cart, one payment, the whole event.

Scan to download Mila

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Appendix

Adding recurring revenue to the take rate

In pilot: two subscription lines on the supply side, while the transaction fee keeps earning on every confirmed booking.

1

Restaurant subscription

Venues and restaurants pay a monthly fee for their Mila storefront: live menus, event calendar, add-ons and a bookings dashboard.

2

Event planner subscription

Independent planners pay monthly to plan and book whole events on Mila, with live supplier prices and one cart per client.

3

Transaction fees

The 22.5% blended take stays on every confirmed booking. Subscriptions sit on top of it, not instead of it.

WHY WE ARE TESTING IT

- A recurring floor under the take rate.
- Subscribed supply keeps menus and prices live.
- Planners bring their own client book to Mila.
- Pricing set from the first pilot cohort.

One booking engine, **three revenue lines.**

Appendix

What we are building next

The booking engine is live and earning. These are the three tracks we are building on top of it.

IN PILOT

Hybrid revenue model

Restaurants and event planners subscribe to Mila, while the transaction fee keeps earning on every confirmed booking.

What it unlocks

Recurring revenue underneath a transactional business.

IN BUILD

AI Personal Designer

A photo becomes a designed celebration, matched to real vendors, priced instantly and bookable in the same cart.

What it unlocks

Bigger carts, and a reason to open Mila before the occasion.

Testing

Planner program

Independent planners run their clients' events on Mila, from the supplier catalog to a single checkout.

What it unlocks

Supply-side distribution we do not pay for.

Same booking engine, **more ways to earn from every celebration.**

Appendix

Next: your AI Personal Designer

Photo in, booked celebration out. Part of what this round builds

1 · Snap or upload a photo
Any inspiration image becomes a design brief

2 · AI designs and quotes
Theme, decor, cake and flowers matched to real vendors, priced instantly

3 · The cart books itself
One tap confirms every vendor behind the design

Shipping with this round

Bigger carts, every time

