



COMPANY OVERVIEW

PARALLEL HEALTH AND BEAUTY LTD

E-COMMERCE PLATFORMS

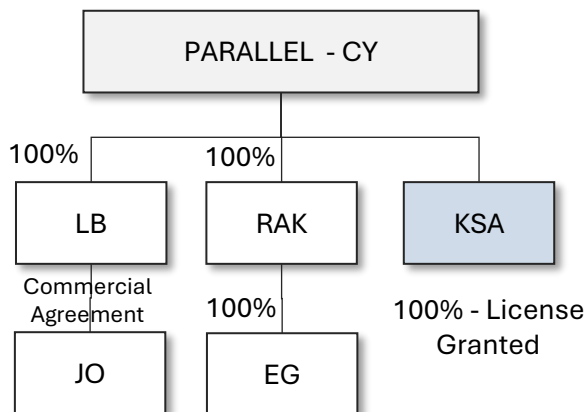
looliacloset

Beauty Online Store
looliacloset.com (Lebanon)
jo.looliacloset.com (Jordan)
eg.looliacloset.com (Egypt)

sohaticare
sohaticare.com

Dermo-cosmetics Online Store
sohaticare.com (Lebanon)
jo.sohaticare.com (Jordan)
eg.sohaticare.com (Egypt)

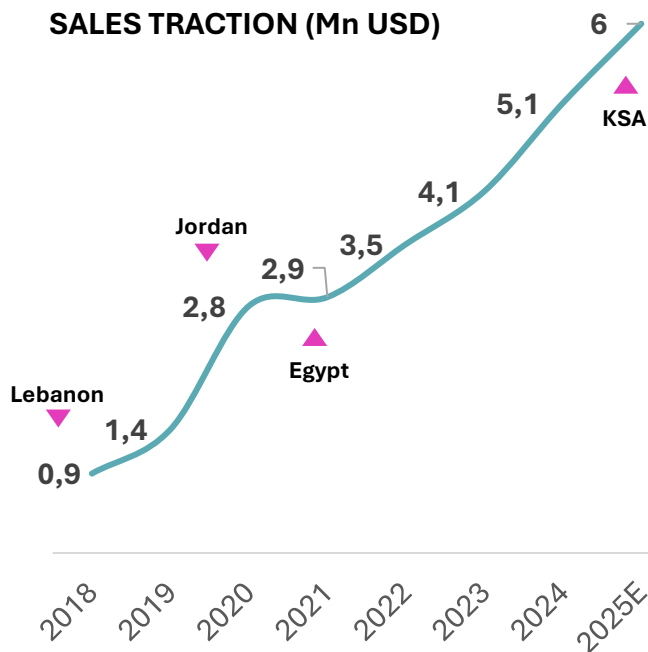
CORPORATE STRUCTURE



KEY SHAREHOLDERS

Co-founders	35%
Merit France	25%
RMH	10%
IFA Capital	9%
IM / Berytech	8%
Chalhoub Group	6%

SALES TRACTION (Mn USD)



KEY UPDATES IN THE LAST 10 MONTHS



Profitability achieved
+4% EBITDA in Q3 2025



Market Leadership confirmed and
on track to achieve 2025 target
35% market share in Lebanon – Market Leader



Trade license awarded in KSA
(Valued at 7 million USDs)
won a major **brand exclusivity** in KSA



Building a **proprietary AI beauty agent**
Key differentiator in the experience



Secured exclusivity for Tier 1
Celebrity cosmetics brand in KSA
Key differentiator on the offering

EXPANSION PLAN



SAUDI ARABIA

Market expected to grow from
1bn\$ to 2,3bn\$ in 2030
Target : Gain 2.7% market share



LEBANON

Market expected to grow from
75mn to 150mn in 2027
Target : Safeguard 35% share



SYRIA

Market expected to reach
150mn in 2030
Target : Gain 15% market share

FORECASTED REVENUES (Mn USD)

