

Noon.com announces expansion with new customer fulfillment facility in EZDubai

Strategic partnership with Dubai South supports noon.com's growth across the country with more large fulfillment centers in the pipeline

Dubai, UAE, 26th January 2021: EZDubai, Dubai South's dedicated e-commerce zone, has announced the expansion of noon.com, the region's homegrown digital marketplace, with the launch of a brand-new customer fulfillment facility. Noon's new warehouse will utilise EZDubai's range of logistics facilities and business solutions to further support the growth of local SMEs and entrepreneurs who rely on noon as their digital platform.

To celebrate the opening of the world-class warehouse, noon's founder, Mohamed Alabbar, and HE Khalifa Al Zaffin, Executive Chairman Dubai Aviation City Corporation & Dubai South, toured the facility, joined by Mohsen Ahmad, CEO of Logistics District, Dubai South, among other senior executives.

Representing the first e-commerce player to establish in EZDubai, noon will expand upon its operations and continuous drive for growth across the country by taking advantage of EZDubai's range of facilities and smart solutions for the sector.

The new warehouse facility will store everything from fragrances to refrigerators, with space for thousands of products from local businesses in noon's Mahali program. Thousands of new jobs have been created to support noon's logistics and fulfillment expansion plans in EZDubai.

Mohamed Alabbar, noon, said: "Noon was created to serve and support local businesses, to give our SMEs and entrepreneurs a world-class platform to drive their business to achieve greater levels of success and growth. Expanding our already established and trusted logistics and fulfillment network with this new location adds to our ability to provide customers with the best experience and level of service. With this partnership, noon will further push the boundaries of e-commerce in the country, helping to cement the Emirate's position as a digital innovator regionally and globally."

HE Khalifa Al Zaffin, Executive Chairman Dubai Aviation City Corporation & Dubai South, commented: "We are truly delighted to see that noon, one of the most significant e-commerce players in the region has extended its footprint in EZDubai. This is another great testimony for

our advanced logistical facilities, optimal business solutions, and our capabilities that cater to multinational companies and small and medium-sized enterprises. We will continue to march towards innovation excellence and spare no efforts to propel the emirate's and regional e-commerce sector."

In October noon.com and Dubai South announced their strategic partnership which highlighted that EZDubai proudly welcomed noon.com, the region's leading digital marketplace, as the first e-commerce platform to the hub.

The new noon EZDubai facility was key in supporting the millions of successful Yellow Friday Sale deliveries across the country in November, delighting customers across the country.

As the first-of-its-kind e-commerce hub in the region, EZDubai is positioned as a strategic business community, promoting the growth of SMEs as well as empowering businesses and providing a range of facilities and smart solutions for the sector. Additionally, EZDubai will make available developed land with optimal infrastructure and necessary processes to support other similar businesses that require fast order fulfilment. As e-commerce business in the region matures, EZDubai will offer options for large international players to set up combined regional and national hubs.

At a time when safety is at the forefront of everyone's minds, noon implements the highest levels of hygiene maintained across all areas of the service, with facilities and warehouses being frequently sanitized, and all delivery agents and personnel undergoing regular temperature checks. Noon offers customers an unrivaled combination of incredible service, convenience, and the opportunity to support local businesses. Created to serve the region, noon.com is focused on empowering and championing local businesses with innovation, technology, and support.

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ABOUT NOON.COM

Noon.com is a joint venture between the Kingdom of Saudi Arabia's Public Investment Fund and Mohamed Alabbar. noon.com is a Saudi company, headquartered in Riyadh and was founded with the mission of building an ecosystem of homegrown digital companies from the region, for the region to safeguard the future of our digital landscape. Noon seeks to bring exceptional value, support service to our region's consumers and businesses. Noon's consumer platform first went live in the Kingdom of Saudi Arabia on 12th December 2017 and has grown to become the region's leading online shopping destination with operations present in KSA, the United Arab Emirates, and Egypt. Primarily a digital e-commerce platform utilizing home-grown technology talents, noon has rapidly built deep native capabilities in its marketplace, fulfillment, logistics, and payment platforms.