



The First Social Media Agency in KSA

Pioneering Social-First Marketing Across the GCC

Profitable Since Day One | No Debt | Founder-Led
13+ Years of Experience | Offices in Riyadh & Dubai





Humanize Your Brand

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HASHTAG

A Decade of Growth & Innovation



About Hashtag

- Founded in 2012, headquartered in **Riyadh & Dubai**.
- A social-first agency specializing in **content, influencers, and paid media**.

60+

Team members with deep expertise in digital marketing.

Key Milestones

- 2012**
Founded as a social media agency.
- 2017**
Expanded to Dubai, strengthening regional presence.
- 2019**
Launched Starfish, the leading influencer marketing platform in the GCC.
- 2022**
Launched Contatious, a video production house specializing in short-form content.
- 2024**
Recognized as a leading agency with a strong client portfolio & high revenue growth.

OUR PHILOSOPHY

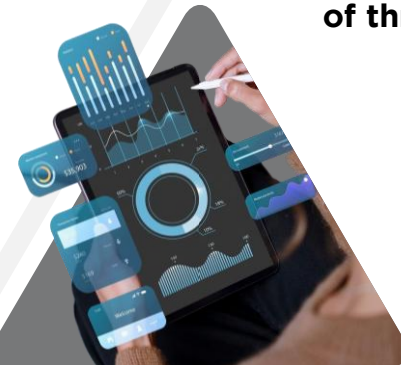
The Triangle of Social Impact



Content

Social-first, trend-aligned, and built to perform. Our in-house creative team produces fast, culturally relevant content that speaks the language of each platform.

**At Hashtag, we deliver
results through the synergy
of three core pillars**



Paid Social

Targeted amplification that ensures the right message reaches the right audience. Data-led planning, optimization, and measurable ROI.



Influencers

3,500+ vetted creators across the GCC. We match brands with trusted voices that drive reach, relevance, and action—at scale.

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WHY HASHTAG

What Sets Us Apart



Pioneers in the Region

The first social media agency in Saudi Arabia, established in 2012.



Proven Track Record

Profitable since day one, zero debt, and **100%** founder-owned.



Deep Regional Expertise

Strong presence in KSA and UAE with a network of **3,500+** influencers across the GCC.



Specialized Subsidiaries



Leading influencer agency in the region (**100+** campaigns annually)



Premium video production unit (**\$2M** revenue in Year 1)

Retainer-Focused Model

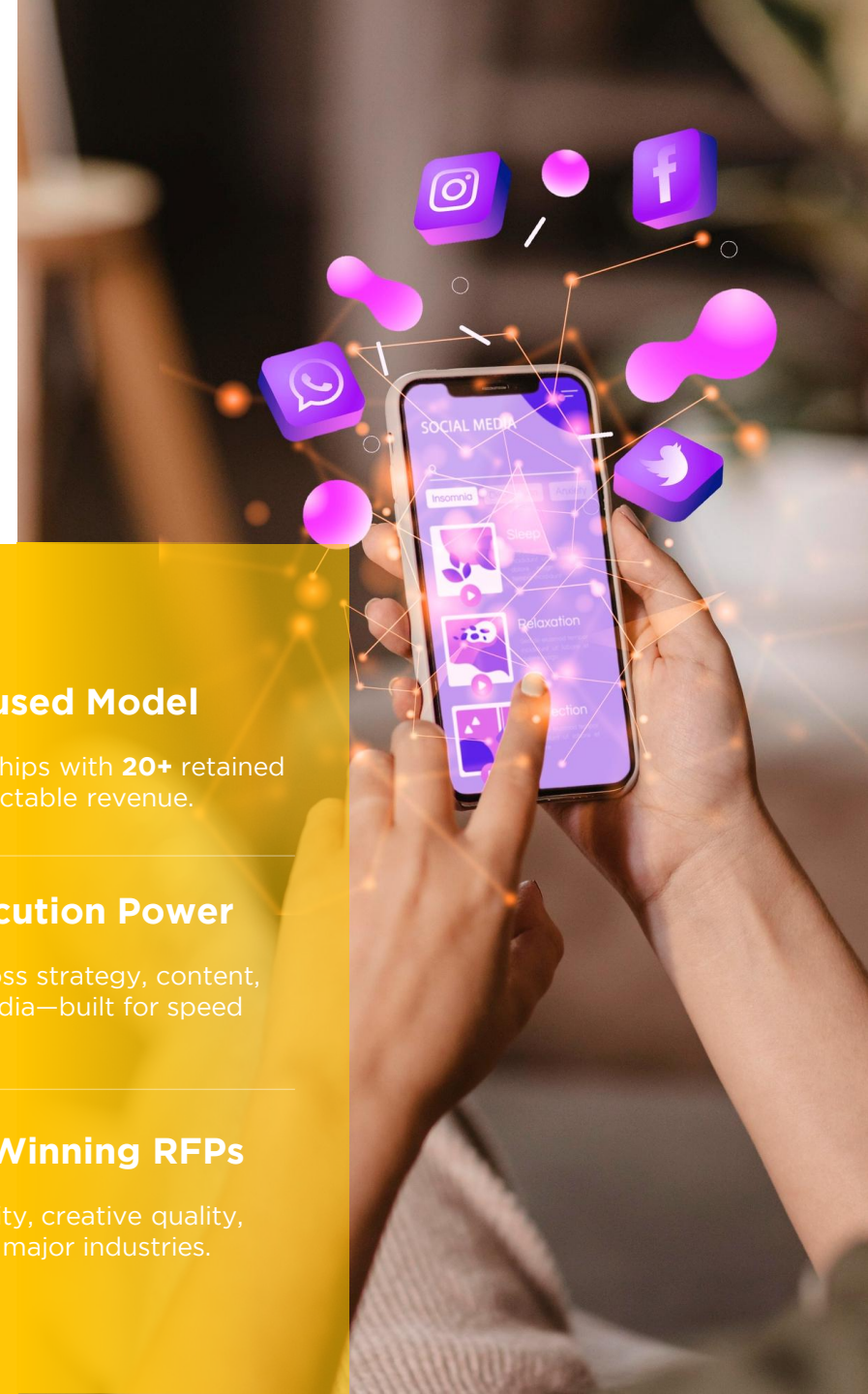
Long-term partnerships with **20+** retained clients driving predictable revenue.

In-House Execution Power

60+ specialists across strategy, content, production, and media—built for speed and quality.

Consistently Winning RFPs

Recognized for agility, creative quality, and delivery across major industries.



WHAT WE DO

Three Specialized Offerings Under One Group



01

Social Media Strategy & Management

- Retainer-based model with **20+** active clients
- End-to-end content creation, community management, and paid social
- Deep experience across government, retail, F&B, lifestyle, and tech



02

Influencer Marketing Agency

- **3,500+** creators across the GCC
- **100+** influencer campaigns annually
- Project-based revenue model with strong scalability
- Data-driven matchmaking and campaign management



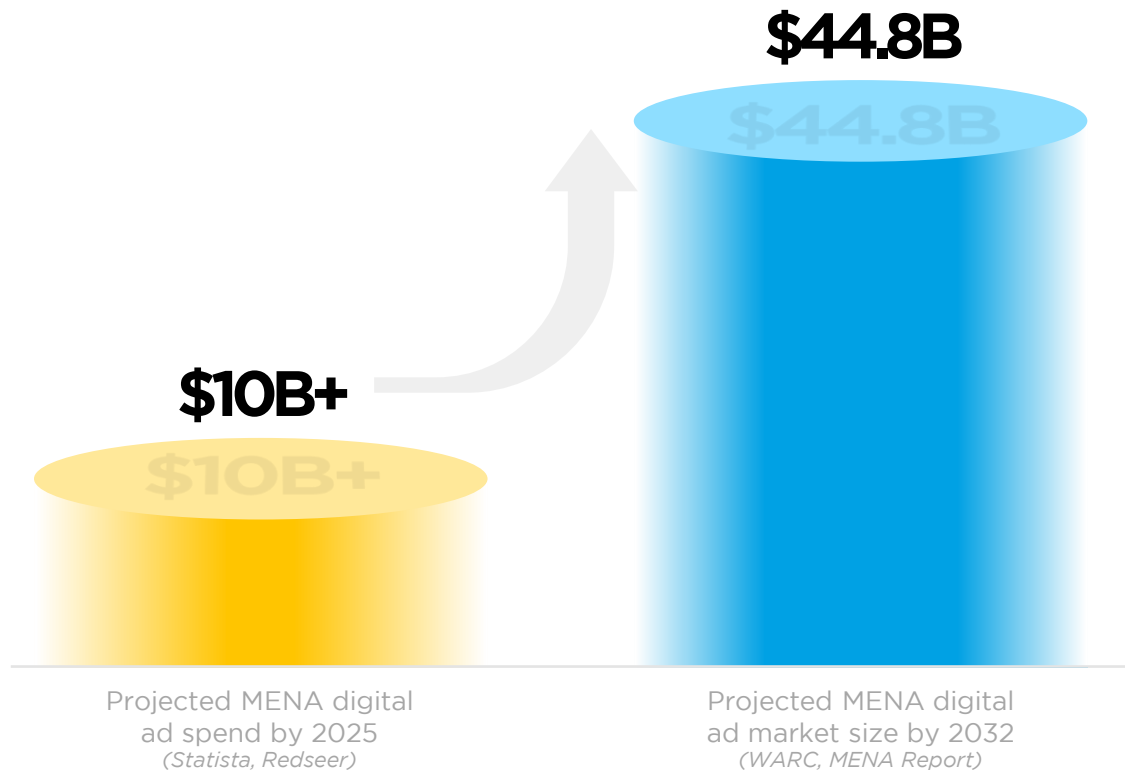
03

Video Production Studio

- Specialized in short-form video for Reels, TikTok, YouTube Shorts
- **10+** major video productions annually
- **\$2M** revenue in Year 1
- Creative excellence in storytelling, animation, and branded content

MARKET LANDSCAPE

Social-First Marketing Is Just Getting Started in MENA



35.6%

Growth

Influencer marketing growth rate (2024-2025)
(Influencer Marketing Hub MENA)

75%+

Engagement Rates

Short-form video (TikTok, Reels, Shorts) dominates digital engagement
(Hootsuite 2024, GlobalWebIndex)

50%+

of Brands

In MENA plan to increase investment in influencer & video marketing
(Deloitte Digital, PwC MENA)

25%+

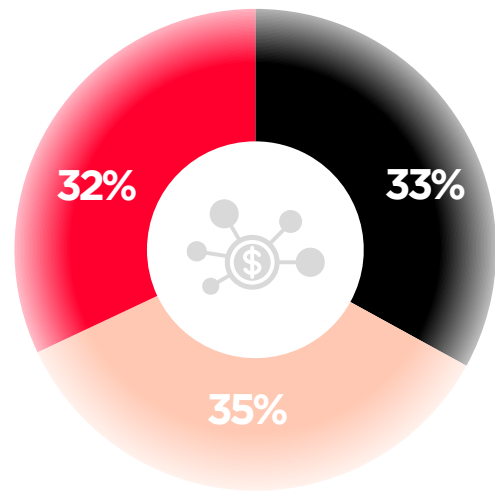
YoY Growth

Influencer marketing growth across GCC
(Hashtag internal data + GCC benchmarks)

With **early-mover advantage**, infrastructure in place, and category-specific expertise, Hashtag is positioned to lead—not follow—as the market scales.

Business Model & Revenue Streams

Diverse Revenue Streams



33%

Social Media Management
(Retainer-based services)

35%  **STARFISH**

Influencer Marketing (Starfish)

32%  **CONTATIOUS**

Video Production & Other
Services (Contatious)

Monetization Models



Recurring Revenue

Long-term retainers with 20+ clients (Hashtag)



Project-Based Revenue

Influencer campaigns (~100 annually) via Starfish
Video production (~10 annually) via Contatious



High-Growth Verticals

Influencer marketing and video content growing at **30% YoY**

Why It Works

01

Balanced income mix
for stability and scale

02

High-margin creative units
with room for expansion

03

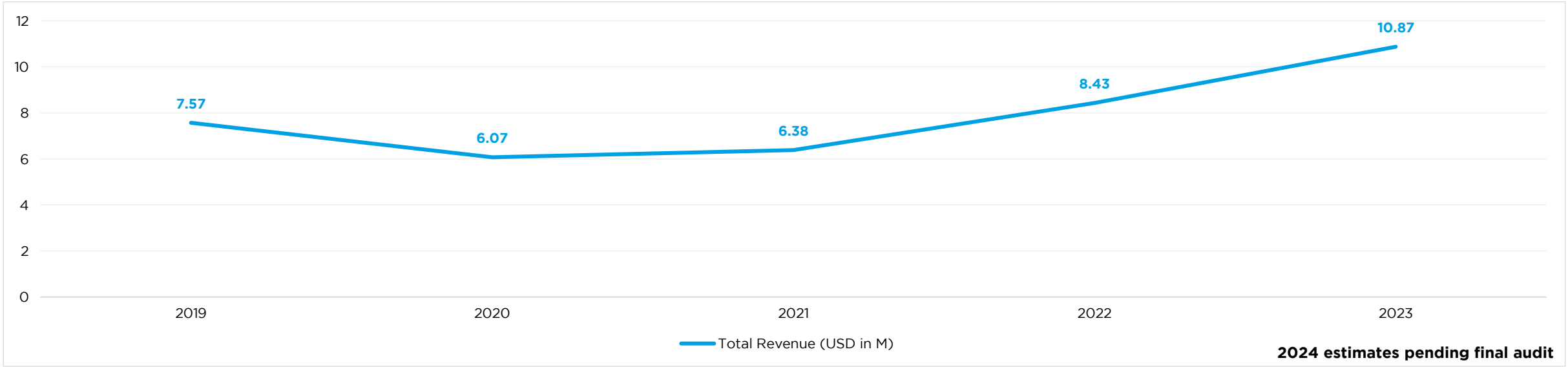
Proven ability to win and
retain long-term clients

04

Zero debt, profitable
from inception

FINANCIAL PERFORMANCE

Sustainable Growth Across Two Key Markets



Key Highlights

Strong recovery post-2020 with record growth in 2023

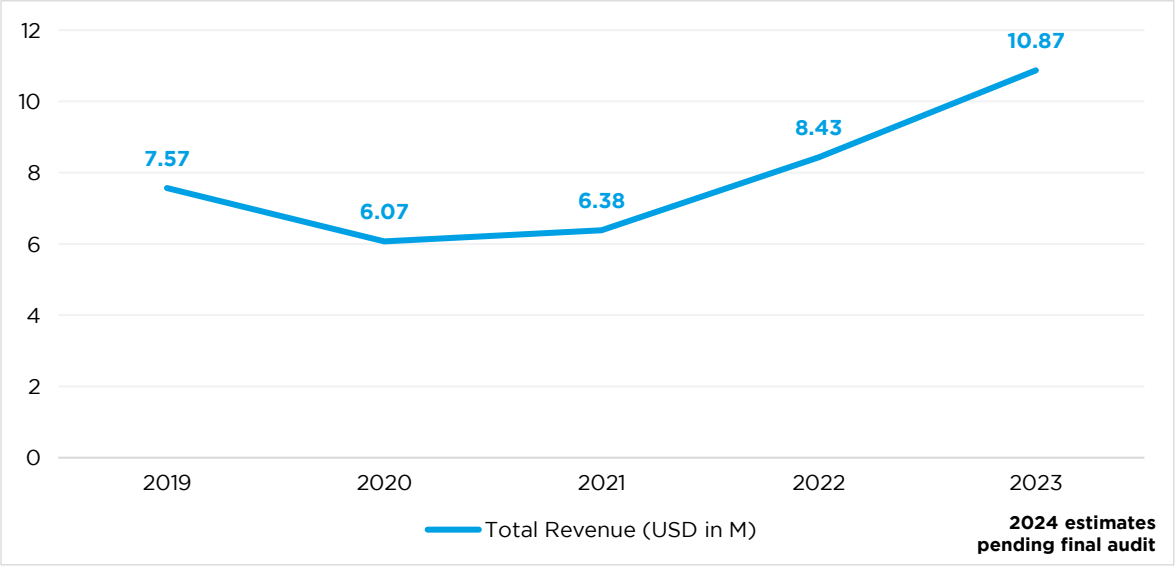
Balanced performance across both Riyadh and Dubai offices

Profitable from day one, zero debt, and fully founder-owned

FINANCIAL PERFORMANCE

Sustainable Growth Across Two Key Markets

Year	Total Revenue (USD in M)	YoY Growth (%)
2019	7.57	0
2020	6.07	-19.82
2021	6.38	5.11
2022	8.43	32.13
2023	10.87	28.94
2024 estimates pending final audit		



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CLIENTS & CASE STUDIES

Trusted by Leading Brands Across MENA



Client Base

Serving **20+** retained clients across:

- Government, FMCG, Retail, Tech, Lifestyle, and F&B
- Long-term and project-based engagements across KSA & UAE

Execution at Scale



100+

Influencer campaigns annually (Starfish)



10+

Premium video productions per year (Contatious)
End-to-end execution via in-house teams

Impact Highlights

#MoreIsLess

2,500+ trees planted via digital activation

#ATimeLessJourneyBegins

Complete product sell-out via social-first launch

#ItStartsFromTheGut

400% engagement uplift, 300+ event signups

#BakeItForTheNation

KSA record: largest brownie, influencer-driven



CLIENT PORTFOLIO & SUCCESS STORIES

Trusted by Industry Leaders

amazon

Fitness First

Domino's

ماجد الفطيم
MAJID AL FUTTAIMTEPfactor
team adventureكارفور
CarrefourPAN
HOMESAVOLA
WORLD

NICE

ACTIVA

ستايلي
styliالمراعي
Almarai

PETROMIN

BUGLES

centrepoint

NATURE VALLEY

SUBWAY

APPAREL GROUP
EXCEED EXPECTATIONS EVERYDAYبنك دبي التجاري
Commercial Bank of DubaiBetty
Crocker

max

Wild

NINJA

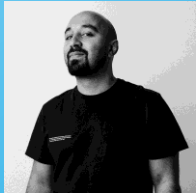
LANDMARK
RETAILهيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority

DOUX

R&B

أحمد صديقي وأولاده
AHMED SEDDIQI & SONS

The Team Behind Hashtag



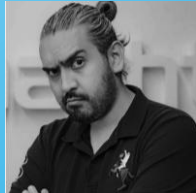
AMER
CEO & Managing Director

- **13+ years in digital marketing**, leading Hashtag's vision and growth.
- Expertise in **social media strategy, influencer marketing, and brand storytelling**.



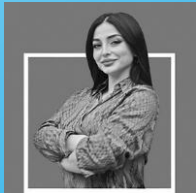
MAI
Head of Community Management

- Specializes in audience engagement & social media growth strategies.
- Drives Hashtag's relationship-building with brands & influencers.



MAHER
Art Director

- Leads creative direction, ensuring high-impact digital content.
- Background in branding, design, and campaign execution.



LOWANA
Art Director (UAE Team)

- Oversees content aesthetics & visual branding across campaigns.
- Expertise in graphic design, animation, and short-form content.



SIBU
Sr. Motion Graphics Designer & Videographer

- Specialist in high-engagement video content & brand storytelling.
- Key player in Contatious' video production success.

+60

Digital Experts

Strategists, content creators, and influencer managers powering Hashtag's success.

Offices in Riyadh & Dubai, expanding digital impact across MENA.



STRATEGIC VALUE & SYNERGIES

How Hashtag Adds Value to Any Digital Ecosystem



Category Expansion

Adds influencer marketing and short-form video two of the region's fastest-growing digital verticals.



Full-Funnel Enablement

Strengthens top-of-funnel creative and content fueling better mid-funnel performance.



Cross-Sell Potential

3,500+ creators and 100+ campaigns/year unlock immediate upsell opportunities.



Geographic Growth

Strong base in KSA & UAE, with expansion readiness across GCC and North Africa.



Seamless Integration

In-house creative, tech-enabled workflows, and proven processes make integration frictionless.

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Potential Risks & Mitigation

	Risk	Mitigation
Market Competition	Growing competition from global influencer platforms.	Exclusive regional network of 3,500+ influencers & strong brand relationships ensure differentiation.
Revenue Fluctuations	Dependence on campaign-based revenue may cause variability.	33% retainer-based income ensures stability; expanding influencer & video services (30% YoY growth).
Regulatory & Compliance Risks	Changing advertising & data privacy regulations in MENA.	Proactive compliance strategies & partnerships with legal experts to adapt seamlessly.
Scalability & Operational Load	Rapid expansion may strain execution capabilities.	Tech-enabled workflow automation & strategic hiring to maintain efficiency.
Platform & Tech Shifts	Social media algorithm changes affecting campaign reach.	AI-driven analytics & diversified platform strategies ensure adaptability.



THANK YOU

Let's Shape
the Future
of **Social**
Marketing

HASHTAG IS

PROFITABLE SCALABLE FOUNDER-LED

Built for the next wave of digital growth in MENA

We're Ready

to create meaningful impact across
content, creators, and performance
and do it at scale.

