

# Zension Technologies Inc.



**Headquarters:** Riyadh, Kingdom of Saudi Arabia (Offices in KSA, UAE – serving customers across all major 25 cities in the GCC)

**Sector:** Fintech/Consumer Financial Services – Zension Technologies is a Circularity Fintech for Consumer Electronics

**Stage & Funding Type:** Growth stage (Series B); Private, last valued at \$100M (Dec 2024), raising Equity & Debt (Asset Backed Financing)

**Problem:** 90%+ of personal tech (smartphones, consumer electronics) owned/used by 1 person only throughout useful life of the device – No financial incentive to naturally purchase and use in a circular way, fragmented ecosystem, disconnect between device life cycle and behavioural data

**Solution:** Power circularity by “Zaam” (Circular subscription for tech), using proprietary AI models, -device lifecycle data and -behavioral data, from 1st user purchase through to recycle stage - Financial services that change how we own, upgrade, and manage our personal devices on the same platform

**Market Opportunity:** Circularity financial services opportunity: Leasing / Insurance / Trade-In / Re-sell for 1<sup>st</sup> user AND 2<sup>nd</sup> user today is \$600Bn+ (~40% on top of Global NEW device GMV of \$1.4Tn+; 7Bn+ users. 16M+ NEW devices sold in GCC/year, global USED device sales growing by 15% CAGR => estimated GMV of \$140Bn+ in 2030)

## Traction:

- In 2024 Zension hit 2M+ cumulative plans sold to KSA consumers (Device sales is 12M+)
- 2 circularity services – Device Protection (1st service live 2018), and Guaranteed BuyBack (2<sup>nd</sup> service live 2021), with profitable unit economics
- Customer acquisition live with #1 Retailer in the GCC (Jarir) and top 2 E-Commerce players (Amazon & Noon) = combined market share of 60%

## Snapshot of Lead / Notable Investors:

- Saudi Aramco (Wa’ed) led Series A, Sumitomo Corporation (Series A), and Global Ventures who led Seed

**Team:** Khalid Saiduddin (Co-Founder & CEO), Nikolaos Anastasiadis (Co-Founder & CCO) + leadership with deep fintech / GCC / consumer electronics experience, and building proprietary AI models for behavioural analysis / risk management / pricing

**Funding Ask:** Seeking **\$45M in Equity + \$100M in Debt/ABF** to support roll out of 3<sup>rd</sup> service “Zaam” and scale

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