



WellPal Officially Relocates to Saudi Arabia and Secures Strategic Angel Investment to Fuel Expansion and Innovation

Riyadh, Saudi Arabia, September 2024 - WellPal, a Flat6Labs portfolio company previously based in Egypt, has officially moved its operations to the Saudi Arabian market, marking a significant step in its mission to support healthy living across the Kingdom.

WellPal has also secured an undisclosed investment from a strategic investor to support the company's rapid growth and expansion in the Saudi Arabian market, in an effort to transform its wellness industry. This fresh capital injection will enable WellPal to accelerate its mission to become the go-to platform for health-conscious consumers throughout Saudi Arabia.

The company operates on a dropshipping business model, leveraging technology to connect consumers with a curated selection of health and wellness products from trusted suppliers and vendors. This model streamlines the supply chain process, allowing WellPal to offer a wide range of products without holding inventory or managing fulfillment logistics.

Wellpal's future roadmap includes integrating an AI engine that will provide personalized recommendations to support the Saudi Arabian population in their health and wellness journey. The company also plans to expand its product offerings, expand in the MENA region, establish key partnerships with local and international health brands, and further refine its platform to deliver an even more seamless user experience.

Mohamed Ali, Wellpal's CEO and Co-founder shares "We are proud to support the Saudi Vision 2030, particularly in enhancing the quality of life for its citizens. Through WellPal's AI-powered features, we look forward to providing tailored health and lifestyle products that can help our customers make smarter and healthier choices."

About Wellpal:

WellPal is your trusted partner in achieving a healthier lifestyle. As a leading platform in the health and wellness sector, WellPal is focusing on individuals who prioritize health and wellness, particularly in the Saudi market with plans to expand further in the MENA region. The key customer segments include health-conscious individuals, individuals with chronic health conditions, fitness enthusiasts and athletes, diet-specific consumers, and families seeking healthier food. Each segment is targeted with personalized recommendations based on their unique health goals, ensuring a customized and convenient shopping experience. Our mission is to make healthy living accessible, convenient, and enjoyable for everyone.