

## MERCHANT ONBOARDING DOCUMENT

# Saliim Lifestyle & Nutrition Business Model Brief

Prepared for Tap Payments · 23 August 2026

|                                         |                                                          |                                        |                                                |
|-----------------------------------------|----------------------------------------------------------|----------------------------------------|------------------------------------------------|
| LEGAL OWNER<br><b>SANTA CO L.L.C-FZ</b> | PRODUCT<br><b>Consumer lifestyle &amp; nutrition app</b> | PRIMARY MARKET<br><b>GCC countries</b> | INITIAL FORECAST<br><b>~AED 10,000 / month</b> |
|-----------------------------------------|----------------------------------------------------------|----------------------------------------|------------------------------------------------|

## Business overview

Saliim is a consumer lifestyle and everyday-nutrition mobile application owned by SANTA CO L.L.C-FZ. It helps adults build better daily routines through meal logging, goal setting, habit tracking, educational nutrition content and reminders. The core digital experience is free; revenue comes from optional one-to-one nutrition education and lifestyle coaching.

Product scope: Paid offerings provide nutrition education, goal-setting, habit support and accountability. No healthcare services are sold through Saliim.

## Lifestyle plans and coaching tiers

| Offering           | Price | Term                | Lifestyle service                                                                                              |
|--------------------|-------|---------------------|----------------------------------------------------------------------------------------------------------------|
| Free               | \$0   | Ongoing             | Meal logging, everyday-nutrition planning, habit tracking and reminders.                                       |
| Pro                | \$60  | 1 month             | 2 nutrition-education sessions + 2 lifestyle-coaching sessions + 2 chat requests.                              |
| Pro · 3 months     | \$120 | Prepaid 3 months    | Same monthly Pro allowances, prepaid for three months at the price of two.                                     |
| Premium            | \$120 | 1 month             | 4 nutrition-education sessions + 4 lifestyle-coaching sessions + 4 chat requests.                              |
| Premium · 3 months | \$240 | Prepaid 3 months    | Same monthly Premium allowances, prepaid for three months at the price of two.                                 |
| VIP Audio          | \$250 | One-time · 1 month  | 30-minute lifestyle audio experience with Ahmed Elkhateeb + 2 nutrition-education + 2 coaching sessions.       |
| VIP Video          | \$500 | One-time · 2 months | 60-minute lifestyle video/audio experience with Ahmed Elkhateeb + 4 nutrition-education + 4 coaching sessions. |

Pricing note. The current GCC/default catalogue is shown in USD. Egypt remains a secondary market and has no separate public price catalogue in this brief. Monthly plans are renewable customer-initiated purchases. The current model does not make an automatic recurring card charge. Three-month and VIP packages are prepaid fixed-term purchases.

## Market focus

The primary market is the Gulf Cooperation Council—UAE, Saudi Arabia, Kuwait, Qatar, Bahrain and Oman. Egypt is the secondary market. The target customer is an Arabic-speaking adult seeking simple everyday-nutrition tools, habit support, accountability and optional lifestyle coaching.

## PAYMENTS, FORECAST &amp; CONTROLS

# Commercial model

## Customer and payment journey

|   |                 |                                                                                     |
|---|-----------------|-------------------------------------------------------------------------------------|
| 1 | <b>Select</b>   | Customer chooses a service plan in the Saliim app.                                  |
| 2 | <b>Pay</b>      | Where Tap card checkout is offered, it opens inside Saliim's embedded payment view. |
| 3 | <b>Confirm</b>  | A verified Tap callback/webhook confirms the successful charge.                     |
| 4 | <b>Activate</b> | Saliim activates the purchased lifestyle plan and booking access.                   |
| 5 | <b>Deliver</b>  | The customer books optional nutrition and lifestyle-coaching sessions.              |

Tap will be used as the hosted card-payment gateway following merchant onboarding approval and production testing. Where Tap card checkout is offered, its hosted page is displayed inside Saliim's embedded payment view, so the customer is not intentionally redirected to an external browser. An issuing bank or wallet may temporarily show its own authentication interface before returning the customer to Saliim. Saliim will not store full card numbers or security codes; Tap processes the card transaction.

## Initial monthly revenue forecast

|                                          |                                  |                                            |
|------------------------------------------|----------------------------------|--------------------------------------------|
| <b>AED 10,000</b>                        | <b>AED 120,000</b>               | <b>~19</b>                                 |
| Projected initial monthly gross receipts | Illustrative annualised run-rate | Illustrative successful payments per month |

| Illustrative first-month mix | Units | Gross (USD)         |
|------------------------------|-------|---------------------|
| Pro monthly                  | 10    | \$600               |
| Premium monthly              | 5     | \$600               |
| VIP Audio                    | 2     | \$500               |
| VIP Video                    | 2     | \$1,000             |
| Total                        | 19    | \$2,700 ≈ AED 9,909 |

The example above is one reasonable package mix at the current list prices. It produces USD 2,700, or approximately AED 9,909 using USD 1 ≈ AED 3.67. The plan mix may also include prepaid three-month subscriptions. The forecast is an estimate—not a guarantee—and is stated before refunds, taxes, payment-processing fees and operating costs.

## Controls, fulfilment and customer support

|                                                                                                                                                                              |                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fulfilment</b><br>Successful payment activates a defined plan window and booking access. Optional lifestyle-coaching sessions are delivered remotely through Saliim.      | <b>Refunds &amp; cancellation</b><br>Customers may stop renewal and retain access through the paid term. Refund requests follow the published policy and applicable law. |
| <b>Customer support</b><br>Bilingual Arabic/English support is available at support@saliim.co. Legal, privacy, refund and account-deletion pages are published on saliim.co. | <b>Data handling</b><br>Saliim stores the minimum account, entitlement and booking data required to deliver the service. Tap handles card-payment data.                  |

|         |                  |         |                          |
|---------|------------------|---------|--------------------------|
| Website | <b>saliim.co</b> | Support | <b>support@saliim.co</b> |
|---------|------------------|---------|--------------------------|