

## Beauty Services Booking Glamera Secures Six-Figure Seed Funding

Plans include expansion in Saudi market and offering more related services.

Cairo, 9 August 2020,

Glamera, the Middle East's leading beauty services booking company, successfully obtained six-figure seed funding from Saudi Arabia's Dual Gate Investment Holding to expand its reach in Riyadh and Jeddah.

The company's app enables women to book beauty services at beauty salons, beauty clinics, diet and dental clinics and makeup artists. The ease of use, number of providers, clarity of prices and variations of packages form a competitive advantage wall for Glamera in front of new comers.

Co-founder and CEO, Mohamed Hassan said, "The changes that Corona virus have made, became a great advantage for Glamera. The current circumstances have prompt users to realize the importance of pre-booking for all services including beauty sector. And raised awareness of the providers for joining the app to schedule their client's appointments through pre-booking".

"We have a powerful team of the best technical developers and expert project managers, working continuously to improve the design of the application interface to suit users, in addition to coming up with recent version of the application within days that will impress users", added Omar Fathy, CTO of Glamera.

The startup which was launched September 2019, has 100K users in addition to 600 providers in Egypt and another 120 in

Riyadh till now and is covering Riyadh, Jeddah, Cairo, Alexandria and Erbil.

It is not the first time for Glamera to be funded, as the app previously had 250K dollars from Saudi angel investor during seed funding round.

Glamera is providing many other services beside the booking, like free consultations module with a selection of doctors and hair dressers, which enables users to ask for any consultation in diet, beauty, dental and hair inquiries. In addition to provide the home services.

The founders are continuously looking for building the brand of Glamera and expanding in 6 countries, Egypt, KSA, Iraq, UAE, Bahrain and Kuwait.