



## Esaal Completes \$1.7M Seed Round

*A15 invests final tranche of Seed round in online health & wellness platform for further expansion across MENA*

**25 May 2022 - Cairo, Egypt.** [Esaal](#), one of the largest technology platforms for online health and wellness consultations in the MENA region, has completed the final tranche of its \$1.7M Seed funding round, led by [A15](#). This tranche brings the company's total investment to date to \$3M since being founded in 2018. Esaal will continue to deploy this tranche of capital to scale its expansion across the MENA region, further invest in product and brand development, and increase talent acquisition.

A15 has been backing Esaal since it was founded to solve the rising health needs in one of the world's most underserved markets in accessing health and wellness services. The platform delivers a convenient, frictionless and secure wellness service spanning physical health, mental health and nutrition consultations with health professionals via text, video/voice calls and in-person home visits. Esaal's comprehensive list of health professionals offer consultations on a broad range of issues including anxiety, physiotherapy, paediatrics, nutrition and many more. Available on the [iOS](#) and [Android](#) appstore, Esaal is the only service in the region offering this type of comprehensive integrated, one-stop-shop solution; saving patients time, money and a speedier access to health professionals at the touch of a button. Users have a convenient range of payment options including Fawry, Vodafone cash or credit card.

Since launching, Esaal has aggregated over 350 consultants covering different fields on the platform who have delivered health and wellness services to almost 1 million unique users; ensuring access to a sizable market for the health experts on the platform. In addition to providing services to individuals, Esaal also offers an Employee Wellness Programmes for businesses of all sizes and currently serves more than 5000 employees in a range of industries through partnering with 10 mid-large sized companies and has partnered with a number of NGOs to support wellness-related programs.

Esaal's services are currently available in 8 countries including Egypt, KSA, Tunisia, Kuwait, Qatar, Bahrain, Palestine and Iraq. The company has registered a 250% Y-o-Y increase in revenue (in 2021) and a 55% jump in users. With support from A15 throughout its operations, the company has remained capital efficient and is targeting further growth in the market

Commenting on Esaal's growth ambitions, **Fadi Doss**, CEO at Esaal, says, "It's been an incredible journey building a solution we are supremely passionate about, with the unparalleled support of experienced and strategic investors such as A15, who are literally building this business alongside us, with expertise that has enabled our expansion into key target markets. We have only scratched the surface in an untapped market and are actively working to secure further capital to fuel our continued growth. Esaal has become a name synonymous with trust, quality and access to health and wellness professionals that can help users obtain better outcomes."

He added: “There are millions more people across an enormous region that would benefit from our fresh approach to holistic health and we are thrilled to be in a position to keep growing and connecting more health professionals with patients in underserved markets.”

**Karim Beshara**, Managing Partner at A15 added, “From the moment we started working with the Esaal team, we knew this was a company with the laser focus and vision to create something truly unique and purpose-driven in its market. They have been prudent in the deployment of capital to date, demonstrating outstanding efficiencies in unit economics, which has enabled their expansion ambitions. We are proud to see their growth, and enjoyed building the business with them throughout the last four years. There is so much more to come from Esaal and this sector, and as they continue to scale across the MENA region, it’s exciting to see not just the significant growth and returns, but the difference the team continues to make with the services they are enabling users to access for better health.”

105M people across the MENA region use online services to connect with retailers and professional services every week. With high levels of obesity among adults, particularly in high income countries such as the Gulf Cooperation Council countries (GCC), Esaal recognises a huge gap in a sizable addressable market. Additionally, there’s a low supply of doctors unable to meet rising demand for consultations, low availability of hospital beds and an increasing mental health crisis with 35% on average from MENA populations experiencing frequent stress and 29% suffering from depression. Esaal is focussed on expanding its services so that more people across the MENA region can access better holistic health solutions.

**-ENDS-**

For additional information or interview requests with Fadi Doss, Co-founder & CEO at Esaal, please contact **Loreen Fraser-Owusu** | [loreen@wimbart.com](mailto:loreen@wimbart.com) at Wimbart.

#### **About Esaal**

Esaal is the largest health wellness online consultancy platform connecting users to certified experts through video calls and chatting based consultations in physical and mental wellness fields like medical, psychiatry, fitness, diet and nutrition. Esaal users can access help through a range of mediums including texting, voice calls, video calls and home visits.

Esaal was the recipient of the “Best Companies” award at the Health 2.0 conference, held in Dubai, in recognition of the platform’s significant contribution in the field of health and wellness in the region.

How it works:

- Select preferred / most convenient consultation type (texting, voice call, video call and home visit)
- Choose preferred expert to consult based on their profile, years of experience, availability and user ratings
- Choose a consultation time that suits your schedule, avoid waiting times as well as time to commute to/from in-person consultations