

Fils



FILS INTERNATIONAL CO



Fils
International
*A Kuwaiti Digital
Platform*

www.filsinternational.com

Who We are?

Fils: A Story of a Platform That Connects Everyone in One Place

How did a retired Kuwaiti and a team of young talents turn the impossible into reality?

The story began when Issa Al-Dulaimi believed in an ambitious idea: to create an all-in-one digital platform for organizing auctions and direct sales — without any capital, relying solely on vision and determination.

The Idea:

From the heart of Kuwait, Al-Dulaimi launched a digital project that embodies the innovative spirit of Arab youth. A platform that seamlessly brings together commerce, auctions, and real-time interaction — all in one place.

The Execution:

Three engineers took the lead in executing the vision with utmost professionalism:

- Eng. Noor designed an interactive and visually stunning interface aligned with user aspirations.
- Eng. Abdullah brought the ideas to life with clean, functional code that forms the core of the platform.
- Eng. Ibrahim built a flexible infrastructure to ensure the app runs efficiently and reliably.

The Platform's Mission:

Fils is more than just an app — it's a proudly Arab-Kuwaiti initiative that reflects the ambition of youth who faced difficult circumstances, yet proved that determination and innovation can truly make a difference.



We are Fils, a Kuwaiti digital platform born in 2024. We are Fils, a Kuwaiti digital platform launched in 2024, created to redefine the concept of e-commerce. We have combined online stores and auction rooms into a single, multilingual application that supports five major languages (Arabic, English, Farsi, and Urdu), ensuring a seamless experience for users from diverse nationalities. We have also incorporated financial guarantees and a variety of delivery options.

We are building bridges that connect sellers and buyers in a secure environment that blends professionalism with enjoyment. Our team comprises exceptional technical and administrative expertise. Our creative team is committed to delivering a unique digital experience that aligns with the ambitions and future aspirations of the Kuwaiti market.

With Fils, you can benefit from a comprehensive digital platform that combines ease of use with the highest standards of security, enabling you to expand your business reach and access a broader customer base within Kuwait and the wider region. expand your business and reach a wider customer base in Kuwait and across the region.



Wume Team



Eisa Aldhulaiei

The Chief Executive Officer of the company and the originator of the project's main idea.

Founders



Abdullah Al-Muthen

Abdullah Al-Muthen, Social Media and Public Relations Manager, partner and co-founder of the project, has a clear imprint and an active role in the success of the work. We value his efforts and take pride in his partnership.



Ahmed Mahrous

Ahmed Mahrous, Director of Staff and Governmental & Administrative Affairs, is a partner and co-founder of the project. He has played a fundamental role in building and efficiently organizing its administrative foundations.

Social Media and Design Team



Abir Fares Aboras

A Graphic and Video editor, creatively highlighted the visual identity of the project. Her work contributed to attracting attention and strengthening the media message.



Mahmoud Waleed Mahmoud

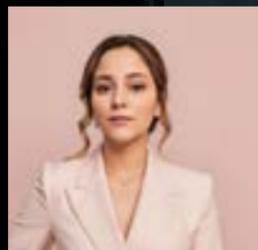
Responsible for social media accounts and content writing, was the voice of the project on the platforms. He crafted its message with creativity and impact that reflects our vision and identity.



Qirat Ahmed Rajput

In charge of the magazine department in the company.

Direct Field Marketing Department



Mariem Sameer Atya

Field and Direct Marketing Manager, has played an active role in expanding the project's reach on the ground and made a clear impact in directly connecting with merchants.



IT Team



Abdullah Mohammed Jaber

The programmer and App developer, a tech hero who contributed to turning the idea into a fully integrated digital product. His expertise was the cornerstone in building the platform.



Noor Ali Hassan Orom

UI/UX Designer and Technical Team Leader, a key figure in shaping the digital identity and user experience. Her technical leadership has supported the development journey.



Dakhil Al-Diwaili

Back-End and Dashboard Developer, is a technical hero who actively contributed to building the backend systems and ensuring stable performance with efficiency.



To become the leading digital platform in Kuwait and the Gulf, and the platform that unites stores and auctions in one secure environment. Our goal is to lead innovation in e-commerce with global standards and an authentic .Kuwaiti identity

Empowering merchants of all categories to reach local and regional markets through an integrated, multilingual platform. Providing consumers with a safe and enjoyable shopping and bidding experience, supported by real guarantees that protect all .parties



— *Building an Integrated Digital Community:*

Creating an interactive commercial environment that brings together small merchants and large companies on a single platform.

— *Overcoming Language Barriers:*

Providing services in five main languages to ensure broader access for users from diverse backgrounds.

— *Ensuring Transaction Security:*

Developing unique guarantee mechanisms to protect the rights of both buyers and sellers in stores and auctions.

— *Enhancing the User Experience:*

Producing creative content that enriches the experience and increases the platform's appeal.

— *Simplifying Purchase Processes:*

Integrating shopping carts from various stores and offering multiple delivery options.



Initiatives



Innovation

We strive to go beyond the ordinary in the world of e-commerce by offering creative solutions that blend technology with local needs.



Security

We place user trust at the heart of our priorities through transparent guarantee systems that protect all parties.



Inclusivity

We believe in equal opportunity and provide a platform where small businesses can compete side by side with large corporations.



Simplicity

We simplify technical complexities to offer a smooth and intuitive experience for users of all technical levels.



Flexibility

We continuously adapt to market and technological changes to deliver solutions that meet the evolving needs of our clients.



SECURE PROTECTION GUARANTEE





Renting a fully integrated online store for merchants and companies.

Providing specialized auction rooms with an advanced system that ensures fair bidding.

A security deposit system for auctions that prevents manipulation by requiring each bidder to submit a deposit.



Store and Auction Services



Comprehensive User Experience Barriers



Producing professional Reels videos to boost sales and add excitement and enjoyment to the user experience.

A feature that allows collecting purchases from various stores into a single cart and completing a unified checkout.

Option to choose from multiple delivery companies based on customer preferences.





A safe and guaranteed internal money transfer system.

Ensuring money transfers are completed only after the buyer receives and confirms the product's condition.

Protecting the rights of both buyers and sellers in all transactions.



”
Secure Financial Systems
“

Our Partners in Success: The Change-Makers Behind Fils' Journey

Introduction:

In this section, we shine a spotlight on a distinguished group of merchants, companies, and service providers who believed in the vision of "Fils" from the very beginning. Their impact was instrumental in turning an ambitious idea into a vibrant reality.

Our partners were not just supporters — they were foundational pillars in building a thriving, interconnected commercial community. Through this page, we celebrate every name that played a role in shaping this ambitious project, and we share stories of collaboration, growth, and innovation that contributed to the success of the Fils platform.

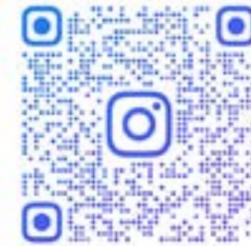


حوكمة للإستشارات والتدريب
HAWKAMAH FOR CONSULTING AND TRAINING

مجبوس
فاكتورى



*Majboos
Factory —
Authentic
Kusvaiti
Cuisine*



@MACHBOS_F



Wolf coffee

Wolf coffee.kw

We specialize in high-quality specialty coffee that is produced according to strict standards — from farming and harvesting to processing, roasting, and serving. Our coffee is known for its unique and distinctive flavors. ☕

We proudly serve Spanish Latte and Cold Brew refreshing and full of character. You're always welcome to stop by and enjoy a cup! ☕



@WOLFCOFFEE.KW





Premium Arabic coffee made from some of the finest beans in the world.



البراشدي

لبيع حلوى الكبش

“Al-Barashdi Sweets”

A secret from the depths of Omani heritage.

Discover the taste of authenticity in every bite!
Al-Barashdi Sweets are more than just sweets... they are a
cherished love story passed down through generations.

Crafted by skilled Omani hands using pure, natural
ingredients from the land of Oman, they carry the secret blend
once used by ancestors to heal fractures and strengthen the
body. These sweets have accompanied newlyweds in their
celebrations, prized for their remarkable benefits.

Indulge your senses... and savor the sweetness of heritage.

Al-Barashdi Sweets – The flavor of a beautiful era, and the
pride of Omani craftsmanship.





Fiore Bella Flowers... Where Elegance and Luxury Bloom.

We turn every bouquet into a love story; and every flower into an unforgettable moment. Our designs blend Italian elegance with the authentic beauty of Kuwait.

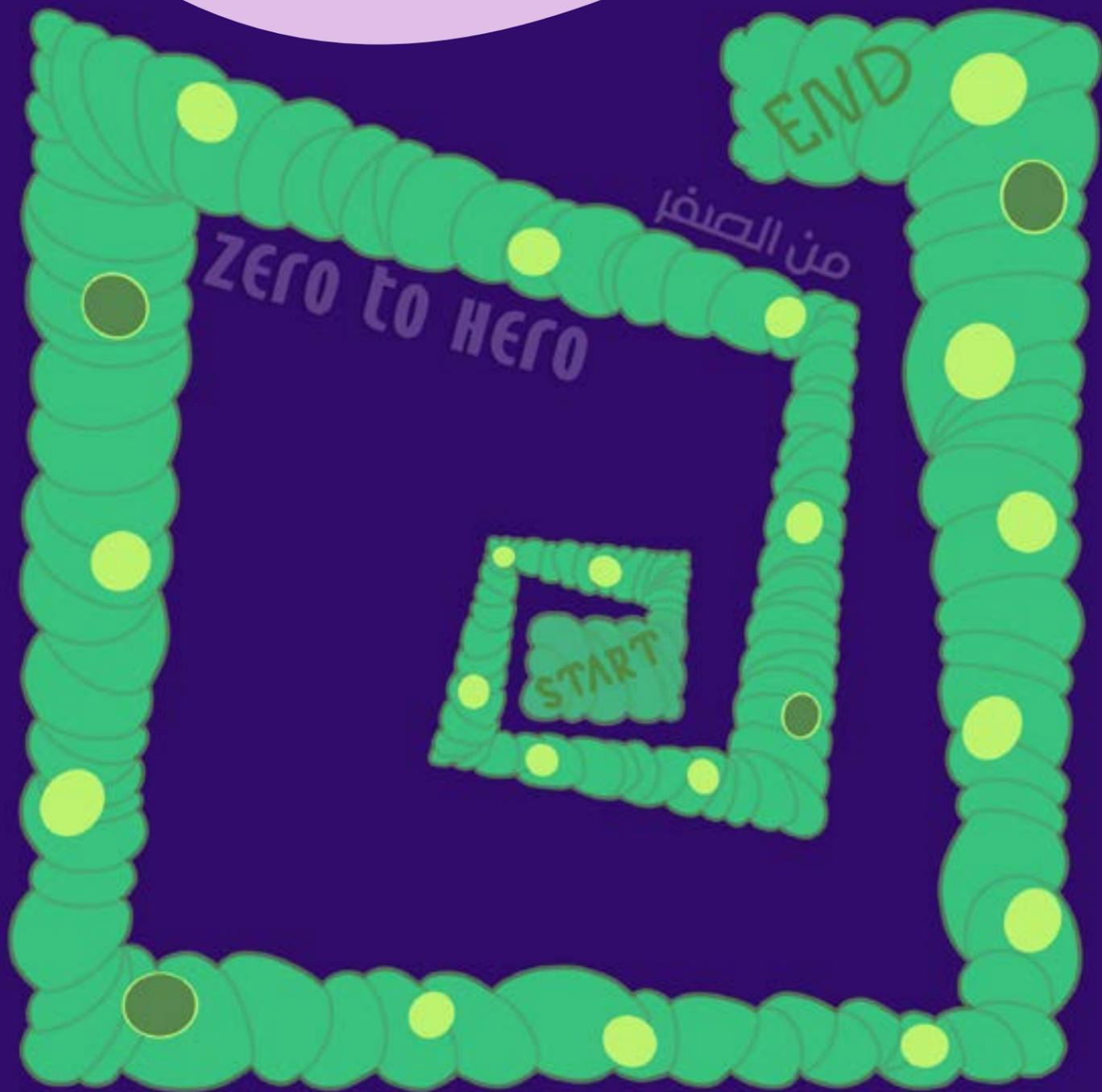
We offer unique floral arrangements tailored for every occasion and emotion.

Fiore Bella is more than just a flower shop — it's an art form infused with the fragrance of roses.

Visit us, and let the flowers speak on your behalf.



FBELLAKW



Zero to Hero

من الصفر

Min Al-Sifr is a Kuwaiti game based on racing, where your progress depends on how clever you are at taking on challenges. It brings energy, excitement, and is perfect for all your gatherings and social events!



zero to HERO

Game contents:

Playing board - 6 characters - 25 "Fortune" cards - 63 "Challenge" cards

You'll need:

6 ping pong balls - measuring tape - 6 dice - 6 cups

What is this?

A race.

How do you move?

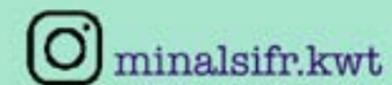
Pass the challenges.

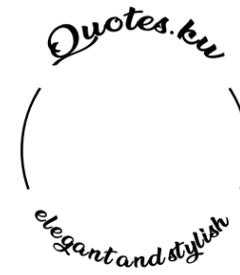
How to play:

- Select your characters and place them on the "Start" point.
- Draw a "Challenge" card that all players must participate in. If you pass, you move forward as written in green. If you fail the challenge, you move backward as written in red.
- Any player who refuses to participate moves 3 steps back.
- Keep drawing new challenges to play until someone reaches the end & wins.
- Any player who steps on the darker points must draw a "Fortune" card and do as it says.



MINALSIFR.KWT





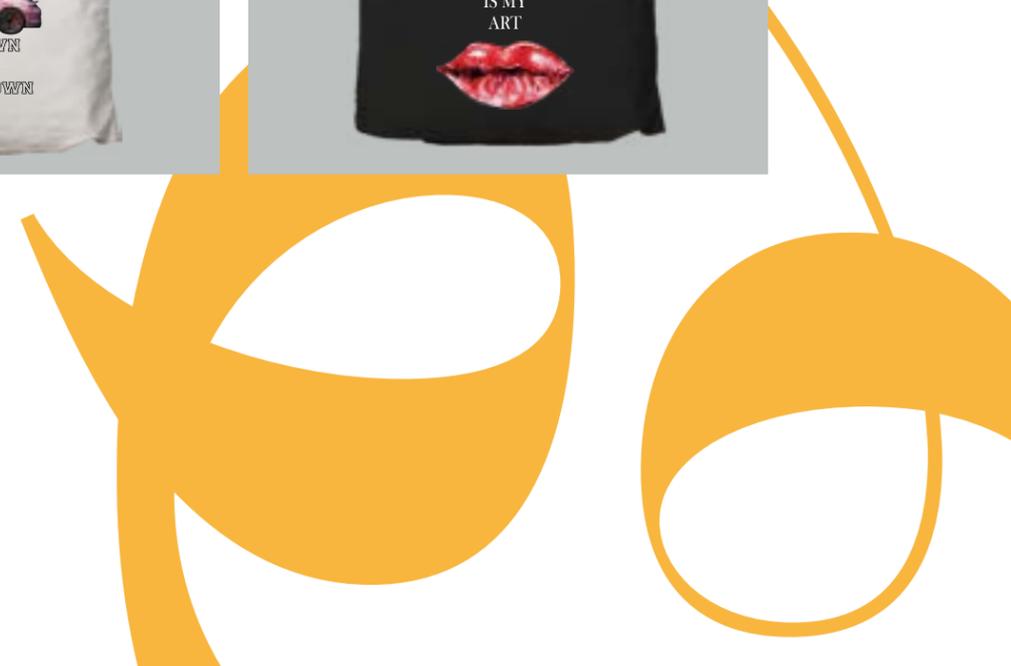
Quotes is a creative force in the world of fashion, offering a unique collection of t-shirts and canvas bags that blend simplicity with elegance. Their distinctive designs are inspired by meaningful and motivational quotes, adding a personal and emotional touch to every piece.

With high-quality materials and great attention to detail, their products are the perfect choice for those who appreciate expressive, modern style.

Quotes is more than just a brand — it's a lifestyle translated through words and fashion.



@BAG_QUOTES.KW

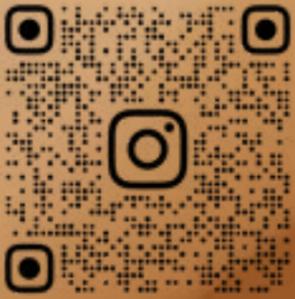




Kanz Project is a Kuwaiti initiative specializing in authentic handmade crafts, offering a unique selection of bags, accessories, and products created with love and precision.

Kanz blends heritage with innovation, giving each piece a distinct identity that reflects the taste of the modern Gulf woman. Our mission is to support local artisans and promote handmade craftsmanship as a cultural and economic value.

Quality and uniqueness are at the heart of every product we offer. Kanz is more than just a store – it's an artistic experience filled with authenticity and beauty.



KENZKWT_



We offer high-quality fabric t-shirts designed to withstand frequent washing without losing their color or shape — making them a long-lasting investment and a staple piece in your wardrobe.



@HUNTER_X_FISHER.KW





*Carsmatic is redefining sporty elegance for speed enthusiasts! 🏁
We blend the power of fast cars with the spirit of modern fashion to give you a unique experience with every step.*

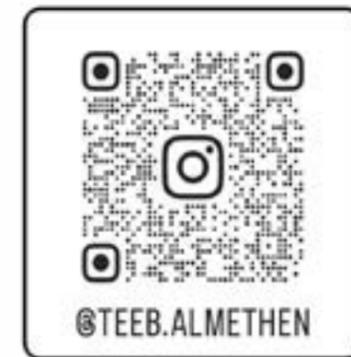
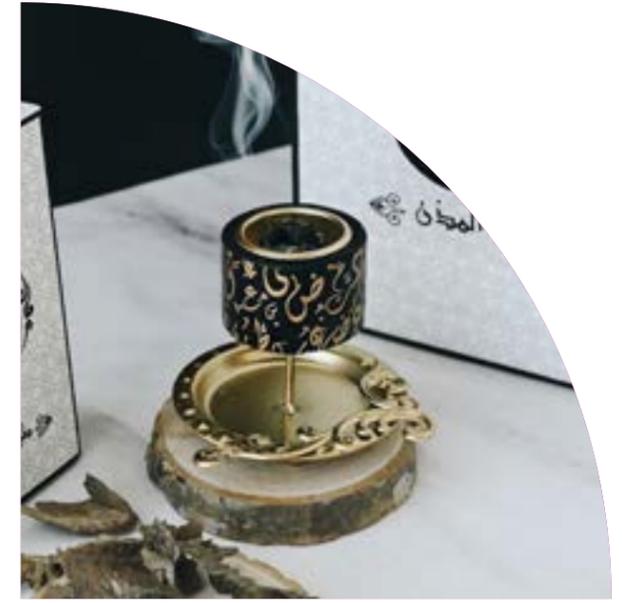
*Each piece is designed to reflect your passion for engines and high performance.
Get ready to make a statement — not just on the road, but in every moment you live.*

*Carsmatic isn't just clothing — it's a lifestyle.
Join our world, where speed meets style.*



@CARSMATIC.AE

www.1-7-11.com



Introduction:

In a fast-paced world, certain individuals stand out by reviving heritage through modern approaches — among them is Abdulmohsen Al-Juraid, a Kuwaiti artisan who transformed the Kuwait Workshop for Cutting and Repairing Prayer Beads into a small empire that blends the beauty of the past with the innovation of the present. With his golden hands and refined taste, he not only crafts prayer beads that resemble artistic masterpieces but also successfully markets them through live auctions on Instagram. Today, he stands as a leading brand in the prayer bead market and an active partner in supporting the “Fils” platform and empowering small businesses.

Creativity: Where Heritage Meets Innovation

Al-Juraid’s journey began in a humble workshop in Kuwait, specializing in prayer bead (misbaha) repairs. But his passion drove him to create unique designs that blend precious amber bead varieties with modern details that resonate with the younger generation. Each piece crafted in his workshop now carries a distinct signature — from the choice of materials (such as Faturan, Bakelite, Amber, Tertrook, and many more) to the precise craftsmanship that turns each misbaha into a collectible masterpiece.

His creativity didn’t stop at craftsmanship; it extended into digital marketing. He launched a series of live auctions on Instagram that drew in thousands of followers and became a monthly event eagerly awaited by misbaha collectors. Al-Juraid says: “An auction is not just about selling — it’s a story we tell about the value and history of each piece.”



Kuwait Workshop for Bead Cutting and Repair





Impact: Heritage Transformed into Investment

Al-Juraid's journey goes beyond buying and selling; it redefines the artisan's role in society:
Economically: He transformed prayer beads from everyday tools into luxury items sold at high values, encouraging other artisans to innovate.
Socially: He set an example for young people on how to use technology to market traditional crafts.
Culturally: He preserved Kuwaiti identity through designs that embody Kuwait's rich heritage.

Conclusion:

Abdulmohsen Al-Juraid is not a traditional prayer bead maker, but a visionary who turned his craft into a bridge between the past and the future. His story proves that cultural heritage is not just a memory, but fuel for projects that inspire generations. Today, you can be part of this journey by following his store on "Fils" or joining his auctions, where art is revived with every golden touch.

Partnership with "Fils": Toward an Interactive Economy

Al-Juraid's involvement with the "Fils" platform marked a new turning point in his journey. Through the platform, he launched a series of successful auctions that helped establish it as a go-to destination for promoting emerging businesses. Today, he announces an ambitious new step: the launch of his own online store on "Fils," where he will showcase his most valuable prayer beads and gemstones. A portion of the proceeds will be dedicated to supporting the platform and empowering small business owners.

Al-Juraid affirms: "Our goal is to create a dynamic market that connects artisans with the public. We understand that our success is tied to empowering others." This vision positions him not just as a seller, but as an entrepreneur committed to building a sustainable economic ecosystem.



www.instagram.com/kuwait.workshop/
www.instagram.com/amberalkuwait

خالد بريسم هو موزع موسيقي بارز، تخرج من المعهد العالي للفنون الموسيقية بالكويت ، حيث صقل موهبته الأكاديمية إلى جانب موهبته الفطرية. عمل مع نخبة من نجوم الساحة الفنية الخليجية والعربية، وشارك في توزيع أعمال حققت نجاحاً واسعاً على مستوى الوطن العربي. يتميز خالد بحس موسيقي متجدد يجمع بين الأصالة والتقنيات الحديثة، مما منحه مكانة متميزة في صناعة الموسيقى. لم يقتصر عمله على نوع موسيقي واحد، بل امتدت بصمته إلى البوب الخليجي، الطرب، والموسيقى المعاصرة. يشتهر بتعامله الاحترافي وقدرته على فهم روح الأغنية وتقديمها بأفضل صورة. خالد بريسم يعد اليوم من الأسماء المؤثرة في تطوير التوزيع الموسيقي بالمنطقة.



الاسم الفني
خالد بريسم
Khaledbresam





A voice that embraces East and West, delivering a message of support for youth dreams.

Introduction:

Amid the hustle and bustle of life, BiG Bo emerges with his unique voice that blends tradition and modernity—not only to captivate the ear but to build bridges between cultures and to support youth on their journey to achieve their dreams.

Who is BiG Bo?

****A Diverse Cultural Background:**** Born into an environment rich with both Eastern music (oud, violin) and Western genres (hip-hop/rap, electronic).

****From Hobby to Mission:**** His artistic journey began as a personal experiment and evolved into a symbol of cultural integration following the widespread success of his song ****“Jamila.”****

Innovative Fusion:

Artistic Philosophy: Music That Breaks Boundaries

Eastern rhythms (oud, traditional percussion).

Western touches (electronic music, contemporary beats).

The Goal:

Creating simple art that reaches everyone and reflects human values such as cooperation and solidarity.

Musical Blend:

Creating accessible art that resonates with everyone and embodies human values such as cooperation and solidarity.

Impact:

A social media challenge (Jamila) was launched to share inspiring stories and spread positivity.

The song received widespread engagement as a symbol of optimism and strength of will.

Art in the Service of Society:

BiG Bo's Store: A platform through which he sells creative products (clothing, accessories) to support small businesses.
Youth Initiatives: A portion of the proceeds from his artistic work is dedicated to funding ambitious youth projects.

Conclusion: What Makes BiG Bo Different?

- **A Bridge Between Worlds:** He proves that art is a unifying language, not a dividing one.
- **A Voice for Change:** More than just a performer, he transforms his words into actions that support the community.
- **A Call to All:** “Be part of the change... Visit the Fils store and let your support leave a lasting mark on young lives.”

Stage Name: BiG Bo
Instagram: @ELKiNGBkY
Snapchat: @ELKiNGBkY
YouTube: BiGBo - بكي
Email: elkingbky@outlook.com





Salem & Saleh

TikTok: <https://www.tiktok.com/@dhulaieshow>

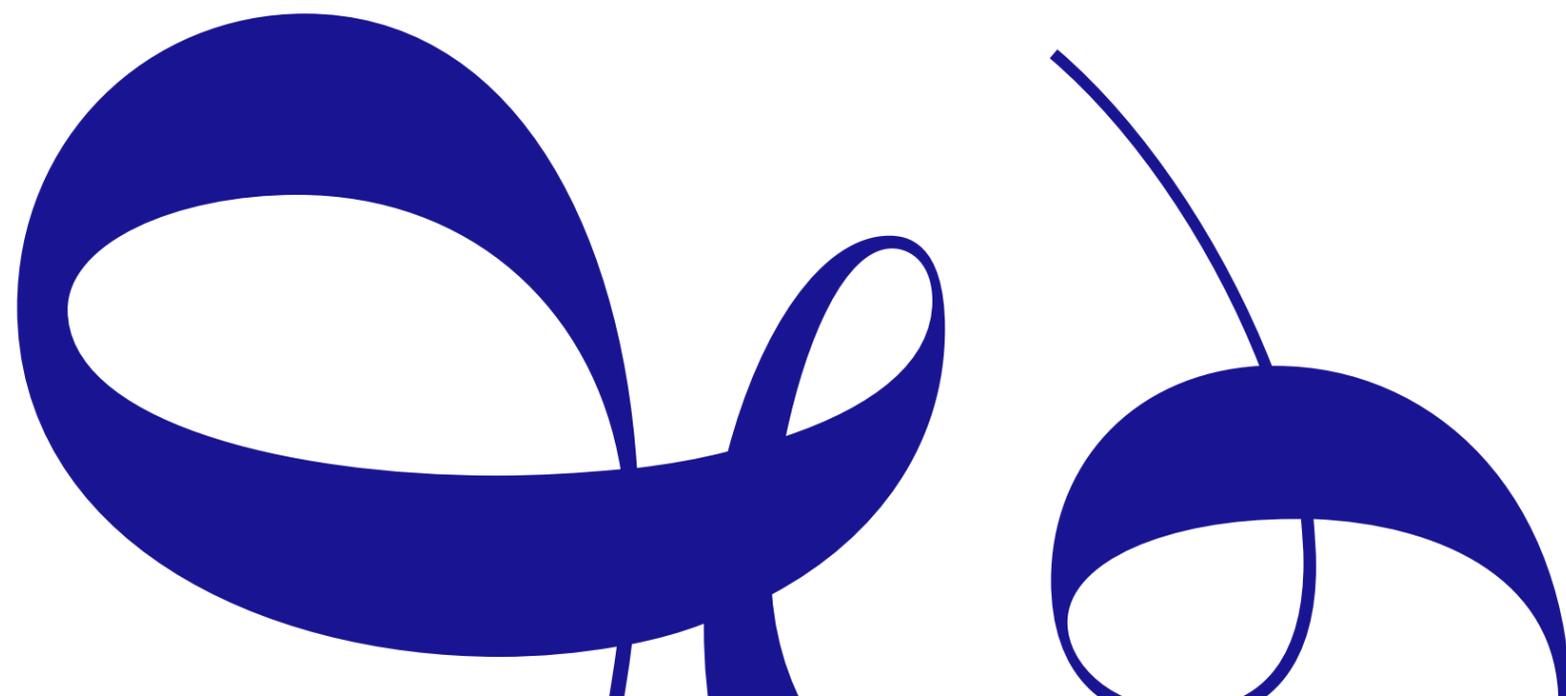
Instagram: <https://www.instagram.com/dhulaieshow/>

YouTube: <https://www.youtube.com/@DhulaieShow>

Email: Dhulaieshow@gmail.com

A Kuwaiti
comedy that
supports youth
and trends.

In the heart of the Gulf's digital scene, the Kuwaiti duo, Salem and Saleh Al-Dhulaie, stand out as a youthful comedic voice, blending timely humor with discussions on youth issues across social media platforms. Through their entertaining content, they portray everyday life in Kuwait and the Gulf, reshaping global trends with a local twist that sparks engagement.





Comedy with a Kuwaiti touch

Al-Dhulaie's style is distinguished by its strong connection to Kuwaiti identity, turning everyday situations into clever content that resonates with the concerns of the younger generation — such as dealing with technology and economic challenges — all while maintaining an entertaining touch.

The “Fils” Project: Hands-On Support for Young People

The duo bridges art and social responsibility through their support of the Fils platform, which offers a space to showcase youth-led entrepreneurial projects. Salem Al-Dhulaie says:

“I support this platform and encourage everyone to take part in it. You’ll find that my store features products that reflect the creativity of young people.”

The store offers a variety of products — from clothing to items you wouldn't even imagine — all aimed at supporting young entrepreneurs.

Message to the audience: “Start now!”

Al-Dhulaie sends a motivational message:

“Don't wait for perfection — start now and share your creativity on ‘Fals.’ Supporting youth projects makes a difference.”



BOBILAL

The Voice of Kuwaiti Rap That Turned “Mishmashi” into a Cultural Phenomenon

In a vibrant artistic scene witnessed across the Gulf region, **Bobilal** stands out as one of the leading innovators of rap music, thanks to his unique blend of local authenticity and global modernity. His track **“Mishmashi”** has become an iconic symbol of his journey and creativity, marking a significant leap for Arabic rap as a genre.



When the Local Meets the Global

“Mishmashi” stands out for its unique fusion of the Kuwaiti dialect with fast-paced rap beats, incorporating everyday expressions—such as the word “Mishmashi”—to deliver a witty narrative on social situations. This blend not only captivated the Kuwaiti audience but also resonated widely across the Gulf, where young listeners found in it a modern expression of their identity.

Reasons Behind the Rise: From Lyrics to Platforms

Clever Lyrics: The song relies on wordplay and humor, set against an energetic electronic beat.

Digital Reach: It topped platforms like YouTube, garnering millions of views.

Community Engagement: It became part of pop culture through memes and youth events.

A Message Beyond Music

Bobilal’s philosophy goes beyond music—it extends to his support for youth-led initiatives, as seen in his collaboration with the Fils app to showcase products from young entrepreneurs. “Mishmashi” embodies his belief that local identity is not a barrier to global reach, but rather a foundation for distinction—encouraging young people to take pride in their culture and pursue their dreams with confidence.

In one line

With his distinctive voice and “Mishmashi,” he demonstrates that Gulf creativity is capable of making a global mark rooted in local origins.

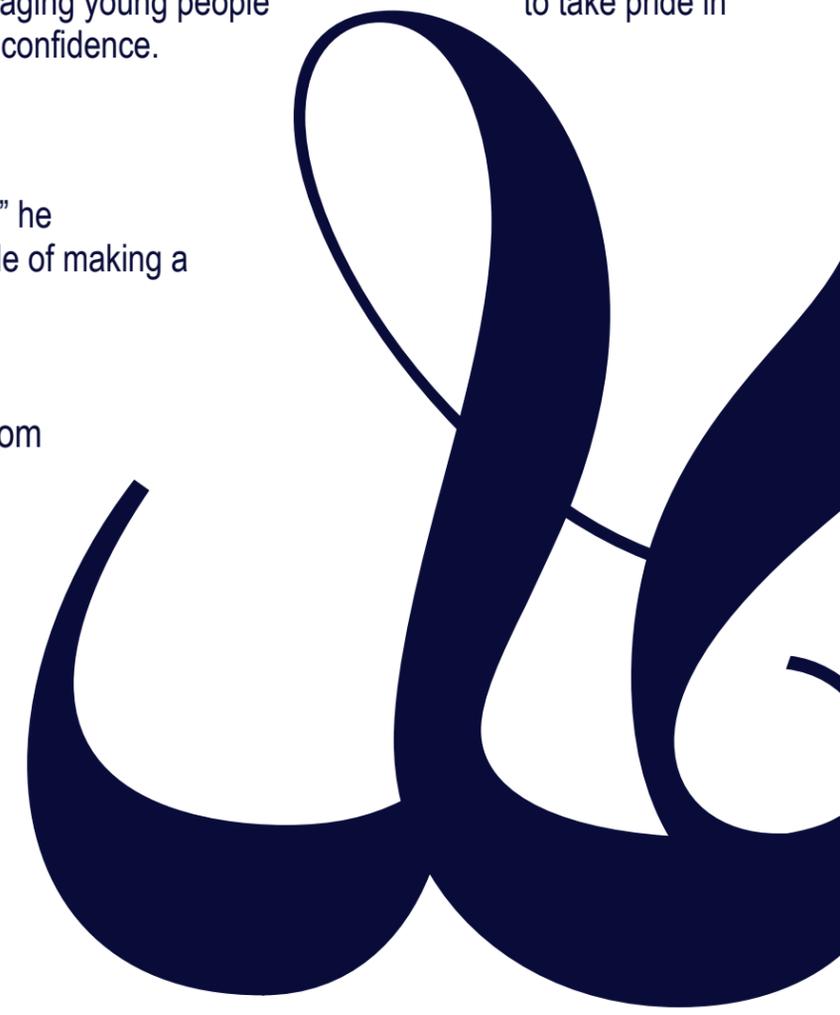
 Email: Barhoombilal89@gmail.com

 Instagram: [Bobilalgram](#)

 YouTube: [Bobilal](#)

 TikTok: [Bobilalofficial](#)

 Snapchat: [Abe_bilal](#)



AH NOTIONS

We are a specialized team in creating short, impactful marketing content focused on boosting sales and delivering real results.

We craft powerful ad copy tailored for professional paid campaigns and record voiceovers in the Kuwaiti dialect — engaging your audience and strengthening your brand identity.

Our team produces concise, effective videos that get your message across clearly and creatively: We also manage custom ad campaigns for small and home-based businesses, with close monitoring to ensure success.

Our style is simple, natural, and authentic — and that's the secret! We've worked with many brands and achieved great outcomes... Your success could be next.





حوكمة للإستشارات والتدريب
HAWKAMAH FOR CONSULTING AND TRAINING



Ms. Athari Saud Al-Faraj

*Senior Legal Specialist
Trainer & Governance Expert*

Holds a Bachelor's degree in Law from Kuwait University and a Master's degree from Cairo University.

Certified trainer by the Civil Service Commission (2015).

Professional trainer in corporate governance (2020).

Certified Governance Specialist according to ISO 37000 standards.

Has 26 years of experience in contracts, declarations, and powers of attorney.

Skills & Services:

Training

- Contract management and execution follow-up
- Consultations on contracts, corporate matters, inheritance, and estates
- Legal and career guidance
- Governance studies, legal risk assessments, and research

Phone: +965 9551 1719

Email: atharyalfaraj2019@gmail.com

Address: Salhiya – Kuwait City

Website: www.governanceq8.com

مجموعة نور النقيب القانونية NOOR AL-NAQEEB LEGAL GROUP



Noor Al-Naqeeb Legal Group — a specialized law firm serving founders, investors, startups, and family businesses, with deep expertise in commercial, civil, and corporate law.

We serve clients in Kuwait and across the Gulf region, providing tailored legal solutions that support business growth and help achieve strategic goals.

We go beyond legal compliance — we believe that the law is a tool for empowerment, protection, and strengthening commercial impact.

By combining legal precision with a deep understanding of business, we enable our clients to build strong, sustainable entities capable of scaling and creating long-term impact — from venture capital deals to corporate structuring.



Overview of Legal Services:

We provide strategic legal solutions for founders, investors, and family businesses in Kuwait and the Gulf region, combining legal precision with a deep understanding of business.

1. Investment & Startups:

We offer a comprehensive investment readiness package that includes: drafting term sheets, partner agreements, SAFE agreements, establishing investment entities, legal due diligence, and participating in negotiations and meetings with investors — including preparing investor pitch decks.

2. Mergers, Acquisitions, and Business Structuring:

Comprehensive services including legal due diligence for target companies, drafting acquisition agreements, organizing ownership transfers, and establishing companies and holding structures — all while developing governance and compliance policies.

3. Commercial Contracts:

Comprehensive drafting and review of various types of commercial contracts, including: partnership agreements, service contracts, memorandums of understanding (MOUs), employment contracts, agency agreements, distribution agreements, and franchise contracts.

4. Family Businesses:

Designing governance and organizational frameworks, preparing family governance documents, and developing ownership and succession plans — all to ensure the long-term sustainability and stability of the family business across generations.

5. Intellectual Property:

Intellectual property registration and protection services, including: trademarks, copyrights, and patents — along with legal consultation to safeguard innovation and brand identity.

6. Litigation and Dispute Resolution:

Legal representation before all judicial bodies and arbitration panels in commercial, civil, and labor cases — with the provision of alternative solutions such as amicable settlements and mediation, aiming to achieve the best outcomes with minimal risk.



Ms. Hajar Al-Nassar, founder of First Line Consulting, brings professional expertise in supporting entrepreneurs to transform their ideas into successful business ventures.

From defining business activities to company formation and entity transformation – including activity modifications, address updates, and trademark management – she ensures a smooth legal and commercial journey for her clients.

With carefully planned steps and a clear business plan model, she helps you launch confidently into the world of business.

69393322 

HajerAlnassar 

Hajer-alnassar@hotmail.com 



HAJERALNASSAR



Ms. Fajr Al-Refaei is an accomplished lawyer with extensive experience in delivering comprehensive legal solutions for both companies and individuals.

She offers expertly drafted legal documents and robust intellectual property protection to safeguard her clients' rights. Known for her proficiency in corporate governance, she also manages mergers and acquisitions with the highest level of precision.

In addition, she provides specialized labor law consultations that help create a legally sound and stable work environment.

A trusted name for legal representation — marked by expertise, professionalism, and transparency.

+965 – 9441 1949 

ftl.legal 

www.ftl-legal.com 



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



At *Fils*, we speak to all types of sellers — from seasoned market traders to mid-level entrepreneurs, beginners, and even everyday individuals with items they no longer need and wish to sell. Our advanced digital platform is designed to support everyone in selling their products, with a firm commitment to providing a secure and trustworthy environment for both buyers and sellers. This makes *Fils* the ideal choice for anyone seeking a seamless and transparent e-commerce experience.

With us, there's no need to worry about complex licensing procedures, building your own e-commerce site, marketing it, setting up diverse payment gateways, or hiring programmers, designers, and a full-time team — we take care of it all for you. We offer a fully integrated online portal that's ready for you to start marketing your products immediately.

In today's digital world, e-commerce is no longer a luxury — it's the backbone of every successful sales process. It goes beyond customer acquisition to redefine the entire buying and selling experience, giving sellers an unparalleled competitive edge. At *Fils*, we fully understand the power and importance of digital marketing. That's why we've built an innovative platform that makes buying and selling personal items simple, secure, and efficient — a place where opportunities meet the best deals.

Whether you're a merchant seeking a profitable auction or an individual looking to make the most of unused possessions, *Fils* is your gateway to a world of smart transactions.

What sets us apart is our deep understanding of the surrounding digital landscape. We are committed to making *Fils* the leading destination for e-commerce in Kuwait, and we offer a wide range of services and features that help us achieve that vision.



At Fils, the range of products available for listing is not limited to a specific category — we are equipped to serve sellers across all fields. From electronics, home appliances, clothing, accessories, and children's toys to antiques, fine art, luxury collectibles, and much more, our platform welcomes a vast array of items. Whether searching for a brand-new product or hoping to score a great deal on a pre-owned one, Fils brings it all together in one convenient marketplace.

We also offer a standout feature: our online auction service, which allows users to bid on products at competitive prices and win exceptional deals. This service empowers sellers to achieve the highest possible value for their items while giving buyers the opportunity to acquire unique goods at unmatched prices — especially with the rare collectibles featured in our auctions, not easily found on any other platform.

It is worth noting that Fils operates with the highest standards of transparency. This is evident in our official license (No. 14751/2024), which we proudly obtained to reinforce our credibility and ensure a secure environment for all commercial transactions.

Behind Fils is a dedicated team of experts in technology, programming, and digital marketing who have worked tirelessly to build a fully integrated platform that meets the needs of all users. Thanks to their diverse skills and deep expertise, we have developed an application that combines ease of use, transactional security, and advanced technology — all designed to offer the best possible user experience.

At Fils, it's more than just a sales process — it's a complete journey. We stand by our users every step of the way, from the moment they list their product to the successful completion of their sale, ensuring a smooth and rewarding e-commerce experience.

Eisa Aldhulaiei

Chief Executive Officer (CEO)



Fils: An Introductory Overview of the Platform

This magazine aims to provide a comprehensive overview of **Fils**, a leading company in the field of e-commerce. It highlights our vision, mission, and the core functions of the digital application we offer to both merchants and users.

The publication also features a detailed introduction to the dedicated team behind the development and operation of the platform, along with a spotlight on our strategic partners and participating companies—whether as service providers or commercial entities showcasing their products through our platform.

This magazine serves as an effective communication tool designed to introduce readers, investors, and users to the integrated ecosystem that powers the **Fils** platform.

