



FOR IMMEDIATE RELEASE

Mecal Releases Mobile Application

Mecal, an Ibtikar portfolio company, announces the release of its mobile application

RAMALLAH, PALESTINE (10/04/2018) – On April 10, 2018, Mecal, an e-commerce platform focused on men’s accessories, announced the release of its mobile application, available on both the Apple and Google Play stores.

Through the mobile app, customers can browse through Mecal’s extensive offering of unique, high-quality gifts for men, including personalized options, such as bracelets, cuff links and tie bars, money clips, and rosaries.

“By launching this app, we hope to make it easier for our clients to browse our products and purchase their favorites from their mobile phone or tablet,” said Tojan Onallah, Founder and CEO of Mecal. “Through our few simple clicks, our clients can purchase unique gifts for themselves or their loved ones, any time, any where.”

Mecal’s unique designs celebrate Arab culture by incorporating local tastes, and cultural imagery and sayings. Clients can also order customized products and create one-of-a-kind gifts.

“Men in MENA have few options for high-quality fashion accessories, even as demand for such accessories increased,” said Habib Hazzan, Managing General Partner of Ibtikar Fund. “Our investment will help Mecal position itself as the leading provider of men’s gifts in the region,” continued Hazzan.

Mecal’s products are available for customers worldwide.

Browse all of Mecal’s products by downloading their app “Mecalmen,” or visiting www.mecalmen.com.

About Ibtikar Fund

Ibtikar Fund is a disruptive fund that invests in innovative Palestinian companies at their earliest stages. Ibtikar’s investments begin at the seed level through local accelerators, continue in post-acceleration phases and can also include series A investments in its portfolio companies. Through this investment strategy, we bridge a critical funding gap between acceleration and VC and other later-stage investors. For more information, please visit www.ibtikarfund.com.



About Mecal

Mecal is an e-commerce portal specializing unique men's accessories. Mecal has three main divisions, ready to wear products, personalized products and customized products. Mecal also offers gifts for corporate clients.

Mecal is rooted in the Middle East and its designs cater for local taste and cultural heritage.

Learn more at www.mecalmen.com.

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