



Media Kit 2022





About Arabhardware

Arabhardware is the largest tech & gaming media outlet in the MENA region, being one of the first companies to provide full content marketing solutions focused on hardware, tech, and gaming.

We provide custom content, creative digital strategies, and customized campaigns for each of our clients that cross switch between online and offline activities for over 50 Tech and Gaming leading firms.

Today we're privileged to offer a wide range of content services that reach over **48,000,000** technophiles each month!





Our Team



3 Offices
(2) Cairo
(1) Dubai



65 Employees



52 Clients



6 brands



8 Divisions



10 Years



Warehouse



Our Group



عرب هاردوير
ArabHardware





Arabhardware

Main Portal and Destination for Geeks and Gamers!

3M+ Monthly Views / **350K+** forum members

FB: **950K+** Followers / TW: **350K+** Followers / IG: **130K+** Followers

#1 Hardware Channel in the region **570K+** Subscribers



AHW Store

#1 Online Hardware Store in Egypt **10K+** Happy Clients in first 6 months of operation

20 Million EGP Sales in first 10 Months (since Oct 2020)

Exclusive Reseller & Distributor for Brands as **BenQ**, **Palit**, **DXRacer** and **Inno3D**.



AHW eSports

Purely eSports. - AHW Professional Gaming eSport Solutions

In-House eSports Studios equipped with Live Production Solutions (Online & offline)

Managed Regional Tournament with Global Publishers (RIOT, Activision, Ubisoft...etc)



ARtech *The Art Of Tech* (Youtube Channel)

Tech, IoT, and smart devices +310,000 Subscribers



ARGamez (Youtube Channel)

The place to be for all things related to gaming +87,000 Subscribers

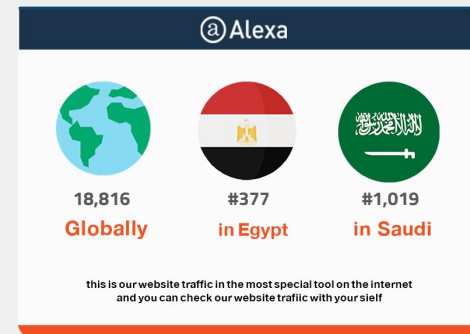
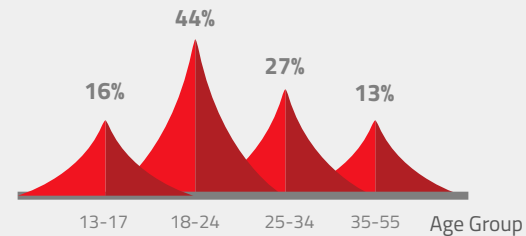
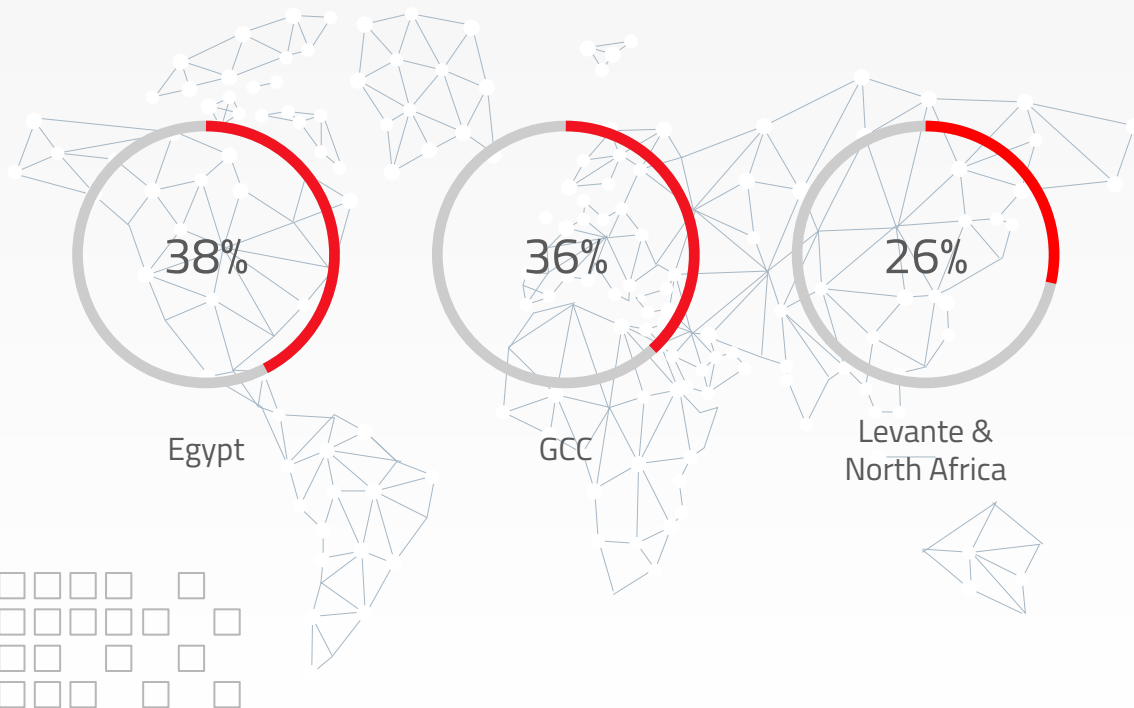


AHW Benchmarks (Youtube Channel)

The place for everything related to benchmarks, tests, numbers, FPS, performance metrics, and more!



Our Audience





TOTAL MONTHLY REACH

+48,000,000

All Our Platforms Combined

Our Services



Digital Content Creation

We create creative content that aligns with your commercial goals and build a dialogue about your brand that clangs with our Arabic audience.



Consultation

We will help you integrate your brand into the gaming and esports scene easily. Either through digital marketing content campaigns, activations, or workshops.



Social Media Account Management

We fully manage your "Arabic" social media accounts on a daily basis to transform your social media presence with engaging tailored content, daily activity while monitoring engagement, and followers increase.



Production

We provide full video production and video editing services. You simply send us the content and leave the rest to us!



Gaming Events Activation Management

We fully handle the project from the early stages of understanding your brief, designing the venue activation booth, construction, managing, and finalizing the event.



Media Planning & Buying

We strategize campaigns to promote each client's product, service, or brand reaching the targeted audience of gamers, content creators, and hardware tech-savvies. provides a bespoke media planning and buying service across the MENA region.



Broadcasting Services

In-house broadcast production at our Esports studios or on-site coverage of live events for interactive live-streamed esports tournaments.



Event Coverage

We provide comprehensive coverage with a fast turnaround for events at a different scale, capturing the highlights of your event perfectly



Studios Rental

Our studios are fully equipped rental studios for a photo, video, and castings, but we are also the only studio that inventively promotes gaming Esports tournaments in Egypt.



Influencers Marketing

We work with the region's leading macro and micro-influencers, along with key gaming influencers, streamers, casters, and hosts. Which helps amplify and deliver the brand's message to the right audience and direction



Gaming Hardware Equipment Rental

We will help you rouse your Esports events experience by providing: Gaming PCs, Laptops, Monitors, Gaming Chairs, PlayStations, and Peripherals) that meet the high demands of most intensive gamers.



E-Commerce

We run the #1 Gaming eCommerce store in Egypt. The store grants our customers the full experience of high-end gaming products.

Our Clients



**SUP
ERC
ELL**

**RIOT
GAMES**

ماجد الفطيم
MAJID AL FUTTAIM

logitech 

PUBG

Google


NVIDIA


UBISOFT



**EPIC
GAMES**

Virgin

DEEP
COOL

PlayStation®

ASUS

AMD

 **msi**

ASRock

ACTIVISION

HONOR


HUAWEI

oppo

 **ADATA**

Nikon

Lenovo

 **CORSAIR**

HYPER

XPG

PNY

NZXT



On-Ground Projects

We focus on the integration of innovative experiences and on-ground operational solutions to campaigns involving onground events, gaming activations, Equipment rental, network solutions and PR and marketing.



Crossfire Stars Invitational

2019

We're proud to have hosted the **1st Global eSports invitational Tournament Crossfire Stars** in Egypt back in 2019, at the Cairo Stadium Indoor Hall.

The event welcomed 4 Top teams world wide from China, Europe and Egypt to play against each other for a Prize Pool of **USD 30,000**.

Arabhardware has utilized it's content and technical services to market and organize this mega event to reach an overall **20 million** views and over 5 million live views.

Delivering **A ZERO** Issues over 10 hours livestream event in 4 different languages , full coverage through social media channels , videography production and marketing campaigns.



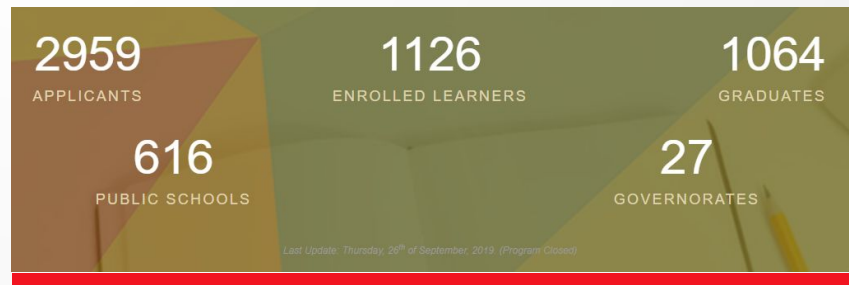
Ministry of Communication - Egypt

2019

As part of President Abdel-Fattah EL-Sisi initiative in 2018 to train 10,000 young Egyptians to become gaming and app developers. Also, support the establishment of 100 companies specialising in these sectors across Egypt and Africa.

The Government have launched the Africa Games and **Digital Applications Conference and Exhibition (AGDA)** 2019 at the Egypt International Exhibition Center (EIEC) which also included the African App Launchpad initiative and Future Technology Pioneers “Next Coders Program” Initiative.

ArabHardware was proudly part of such a significant event. As we were chosen to provide content consultation and assist in creating an adequate and unique content Strategy helping them to reach the needed target audience from the young developers through Arabhardware different Channel and creating/managing several community groups to keep the engagement..





Kings Arena

2021

Majid Al Futtaim Group has hosted its first fully-fledged on -ground gaming tournament across its flagship malls – Mall of Egypt and City Centre Almaza. With the aim to cater to Egypt's rapidly growing gaming community.

"Kings Arena" is the biggest eSports on-ground offline tournament to be held after the Covid-19 pandemic, featuring a massive prize pool of **EGP 380,000**.

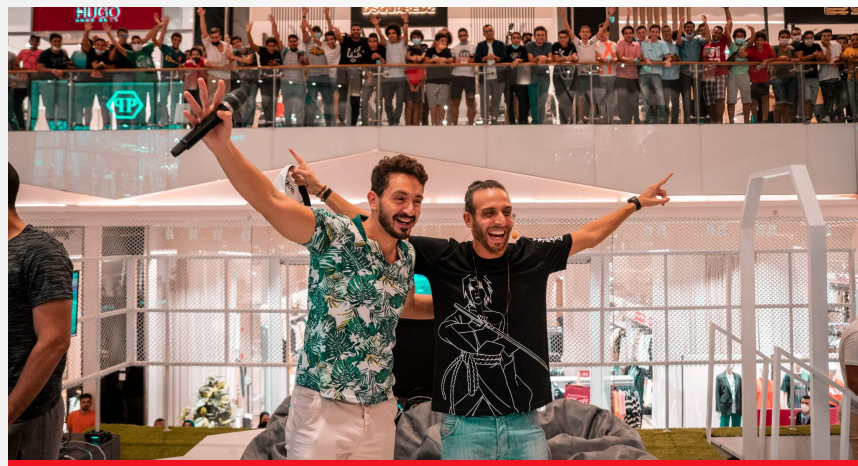
Arabhardware has utilized it's expertise and services to fully operate and manage all technical aspects and provided network solutions for 14 days in two different malls , along with our consultancy services to ensure the approvals of global gaming publishers , partner with #1 eSports platform in the Middle East GBarena.com and obtain support from the Ministry of Youth and Sports and the Egyptian Federation of Electronic Games to honor us with an on-site visit.

Managed to reach an overall digital reach of **+3,000,000** in just 14 days on our social media platforms via a dedicated content marketing plan executed on our platforms.





Event Photos



City Center Almaza Mall Highlights



Mall of Egypt Highlights

VALORANT Takeover - Egypt

2021

As part of the continuous quest to provide unique experiences for players in the MENA region, **Riot Games** announced the launch of a new experience, the first of its kind in Egypt, where the tactical shooter game VALORANT has toured the Egyptian capital as part of the VALORANT Takeover event to allow players to participate in a series of activities, special events, and tournaments.

Arabhardware was proudly responsible for organizing and operating this series of events. From 14 branded buses and a moving gaming station double-decker touring the capital to an on-ground tournament hosting the top esports teams in Egypt with **50,000 EGP** Prize pool.

We have also managed to reach over **16,000,000** on our social media channels and over **8,200** participants during only one month.





Campaign Activities



Double Decker

Valorant Bus Gaming Station which have made its way through Cairo streets in its most vibrant areas. The Double decker Bus offered an opportunity unlike no other to play Valorant and engage with other gamers with much more surprises in store. The bus has passed by multiple stations that Arabhardware has shared across its social media channels to keep the Audience informed with the bus's stations



Public Buses

14 Public Buses fully branded using the VALORANT theme. These buses are roaming key areas across Cairo. Gamers are encouraged to spot those buses and participate in the hashtag campaign in order to unlock unique prizes.



Minister Visit

The Minister of Youth and Sports, Dr. Ashraf Sobhi, inaugurated the VALORANT bus in the new capital, confirming the ministry's full support for the gaming industry and esports in Egypt.

The Minister has also praised the efforts made by Arabhardware and Riot Games for achieving Egypt's vision in being a key regional player in the growth of gaming and esports through the "**VALORANT Takeover**" series of events.



Public Buses





Double Decker Bus "Outside"



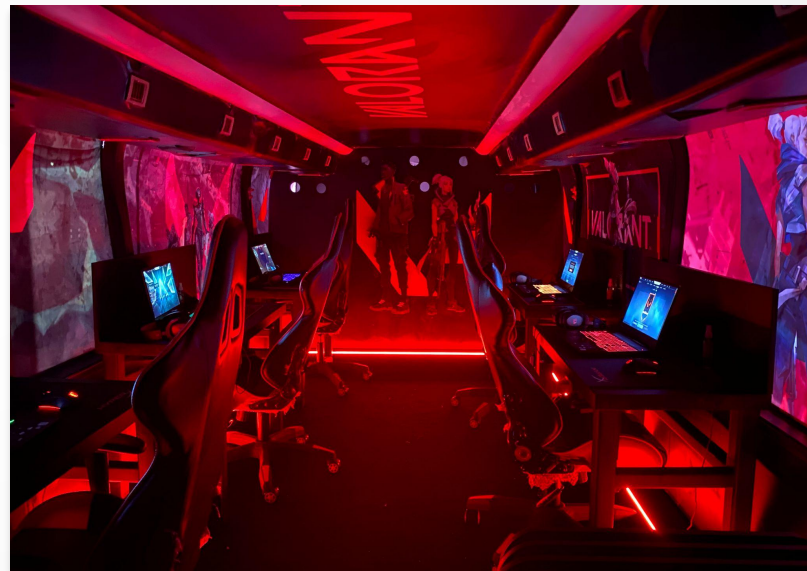
VALORANT Takeover in Egypt Highlights





Double Decker Bus

"Inside"





Arcane Premier

2021

Riot Games presented Arcane, a new animated streaming television series on **Netflix** derived from the gaming universe of League of Legends.

Arabhardware and Riot Games have yet again collaborated, with the same objective to develop and broaden the horizon of the gaming industry in the region. **Arabhardware** is honored to have organized and hosted the official Egyptian premier event for Arcane at one of the country's most phenomenal places, **The Great Pyramids Of Giza**.

Also part of the Premier marketing plan, we had **14** Public Buses fully branded using the Arcane theme. The buses have roamed key areas across Cairo. In addition, we had over **30** subway stations polymega ads and pillars branded with the series theme as well.





Event Photos



Arcane Premier Highlights



Lenovo Legion Gaming Activation

2021

In collaboration with **Lenovo** Egypt, we brought the idea of “Legion community gaming activation in Egypt” which was proudly organized and managed by Arabhardware in one of the most well-known malls in Egypt: City Stars.

The activation was part of Lenovo Legion vision to gather all gamers into one community, the Legion Gaming Community .The activation took place at City stars for 3 full days packed with exciting gaming activities and a grand giveaway! In addition, we invited well-known gaming content creators such as Dash and Zika Star .

Overall the activation was super successful, reaching **+550,000** Reach and **+5,500** participants.





Event Photos



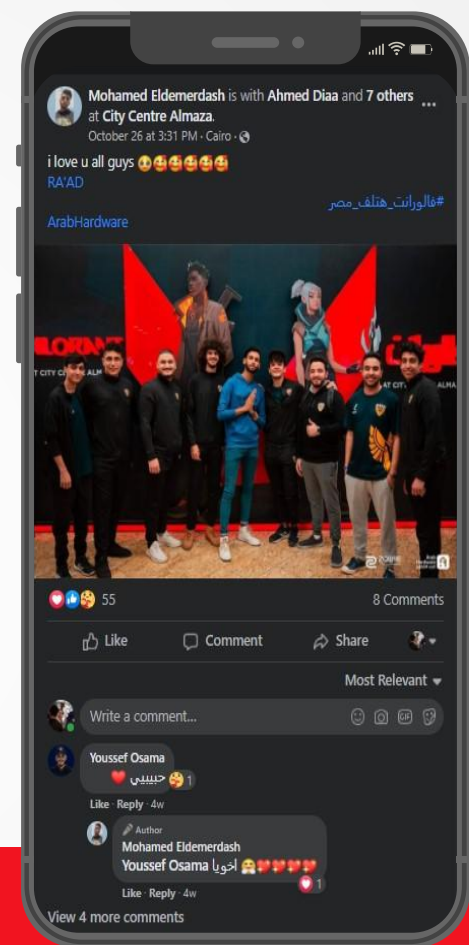
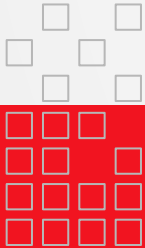
Lenovo Legion Gaming Activation



Online Projects

We create creative content that aligns with your commercial goals and build a dialogue about your brand that clangs with our Arabic audience in Egypt and MENA region.

We Build a tailored content, creative digital strategies, and customized campaigns for over 50 Tech and Gaming leading firms.



Apps Up HUAWEI Contest

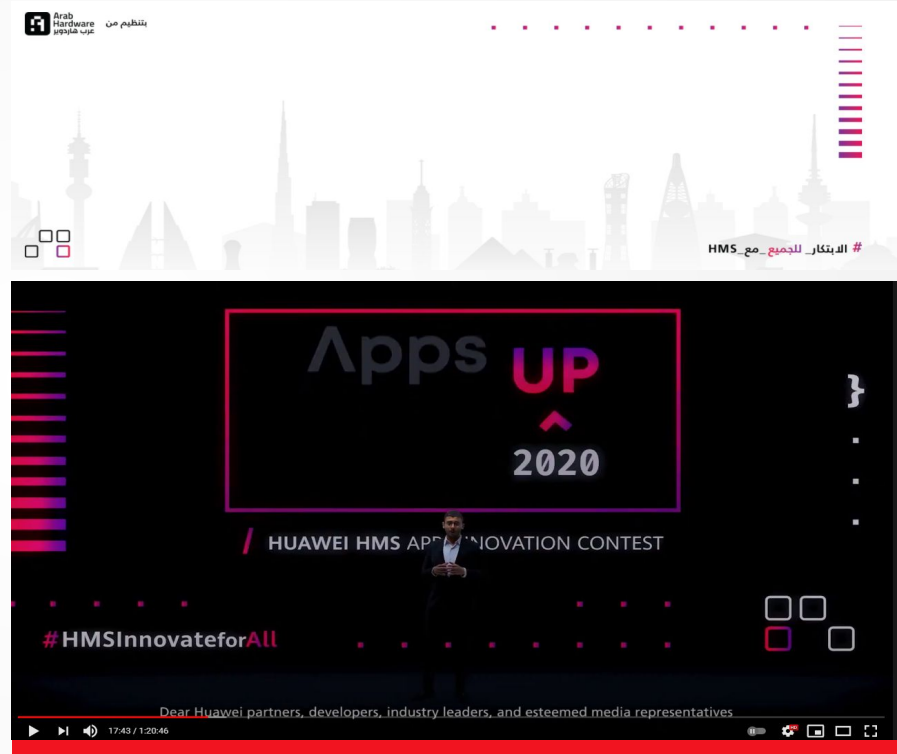
2020

Our Collaboration journey with **Huawei** started in 2018 and is still continuing to grow year by year.

From promoting Huawei devices, cloud services and participating in Huawei's Media trips to organizing and hosting on-and offline Mega events in Egypt, Such as AGDA and Huawei Developers Day with the collaboration of Ministry Communications & Information Technology in 2019.

In **2020** and with Huawei's direction toward supporting MENA Developers to have their Apps available through AppGallery , Huawei launched their initiative of [**Apps Up Huawei HMS APP Innovation Contest**]. In which was fully operated and hosted by Arabhardware Team from producing and directing the online Live Ceremony, to providing 6 Workshops for developers by Arabic Senior Developers and finally managing and organizing the closing ceremony and announcing the final winners.

Moreover, and as a pioneer in helping developers obtain the proper Tech info. We've ensured that through our media and marketing outlets, Huawei accomplishes their goal to reach Arab developers.



COD Warzone - Middle East Community Cup

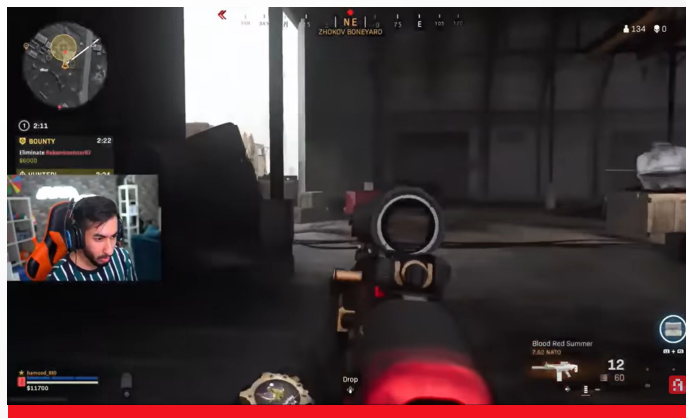
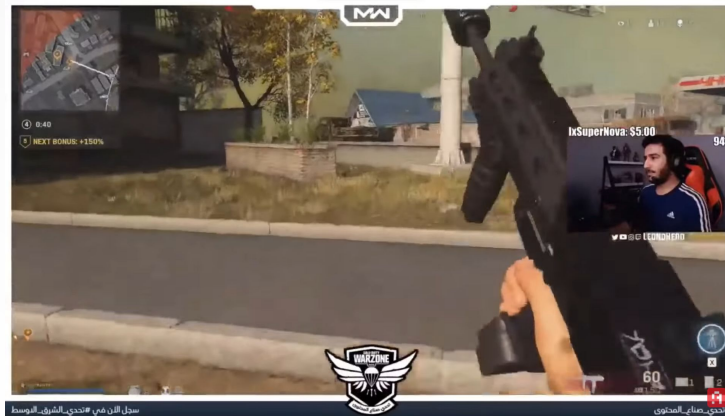
2019

The project is considered the first official Call Of Duty Warzone community tournament in the region featuring a prize pool of \$12,500. We fully handled the tournament in terms of tournament management, tournament support, digital asset creation, content creation, and live streaming, as the grand finals were live-streamed on our YouTube channel. The project was divided into 2 phases

Influencers Mini-Tournament: an Invite only mini-tournament between 8 Gaming influencers/Streamers.

Grand Community Tournament:

With a total of **5,500** Participants , **+4,200,000** social media reach and over **60,000** total Views



RIOT Games - League

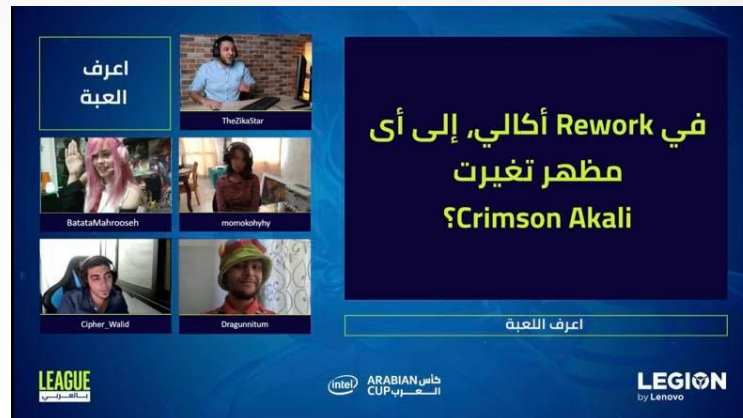
بالعربي

2019

Our Collaboration with **Riot Games** the game publisher of **LOL** the most player-focused games in the world has started since they've extended their Operations in the MENA region.

As Riot Games decided to produce a show for LOL influencers in the Middle East in arabic. They've trusted AHW team of brilliant content creators and Broadcasting capabilities to produce a live show on a weekly basis for 16 Episodes named "League in Arabic" which was streamed on the Official League of Legend Arabia Twitch/Facebook and Youtube Channels.

Arabhardware team were able to provide full broadcasting service, producing and directing the live show while hosting 5 different streamers/influencers playing trivia questions and interacting with each other and the audience.



Brawl Stars MENA Community Cup

2020

Supercell has decided to launch The Biggest Brawl Stars Tournament in MENA which was proudly organized by Arabhardware with a prize pool of **\$25,000**.

Brawl stars was one of the most trending games on smartphones in 2020. We fully handled the tournament in terms of tournament management, tournament support, digital asset creation, content creation, and live streaming, as the grand finals were live-streamed on our YouTube channel.

Over **10,105** gamers has participated in this tournament and we've also reached over **+4,800,000** on our social media platforms.



Mohamed Henedy & Tarboun PMSC

2021

We have proudly took role in the official PUBG MOBILE PMSC 2021 edition by hosting the well known artist Mohamed Henedy and the #1 PUBG MOBILE streamer Tarboun live from our studios. We fully managed the video/audio technical setup. In addition to direct communication with the PUBG MOBILE team.



[Stream Link](#)





RIOT Games - Layali El Rift

2021

In another successful collaboration with Riot Games, we produced the very first Arabic community show for Wild Rift: Layali Al Rift. The show was streamed live during the holy month of Ramadan on the Official Wild Rift Arabia Twitch/Facebook and Youtube Channels.

The show included a set of brilliant content creators and influencers from the Middle East, who participated in different fun engaging activities such as quizzes, FAQs about the game, and mini tournaments. The show also included daily giveaways for live tuned fans.

Arabhardware team were able to provide full broadcasting service, producing and directing the full live show while hosting 5 different streamers/influencers playing trivia questions and interacting with each other and the audience.



[Stream Link](#)

Reno6 X PUBG MOBILE GCC Tournament

2021

As part of **OPPO** Reno6 promotion campaign we have planned to have the biggest PUBG MOBILE tournament in GCC with the goal of gathering the PUBG community to compete over the title of 1st. Player in the region.

Thanks to Arabhardware marketing plan and collaboration with well known gaming influencers, streamers and Gamers of the PUBG MOBILE community, the campaign has reached The tournament reached out to over 6,000,000 , 2,000 Participants and over 150,000 Livestream views.

In addition to heavily spreading the Reno6 phones features and OPPO leading part to the mobile gaming community for all the MENA audience, not just the five countries.



Nvidia Valorant Community Tournament

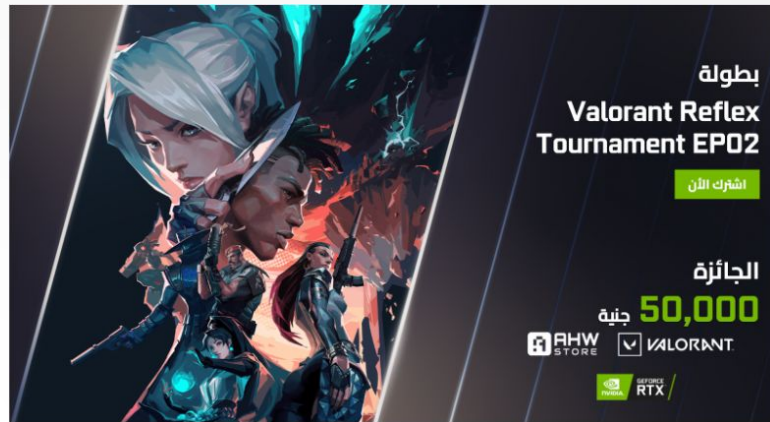
2021

The Way It's meant to be played!

In December, the Valorant Reflex came back for the gamers with EP 02 tournament for Community Valorant Teams with a Prize Pool of **50,000 EGP**. A custom tournament page was created by Arabhardware to promote the NVIDIA Reflex Technologies features and the information about the tournament.

The tournament was organized and the finals were live-streamed at AHW ESports Studio having the amazing crew of Zika Star as host, and Omar Hafez as Analyst beside Morgan and Edwy as Online Casting.

72 Enthusiastic Valorant Teams joined the tournament with more than **35,000+** tournament page views, and 850,000 online impressions with **30,000+** views on the finals live streams.

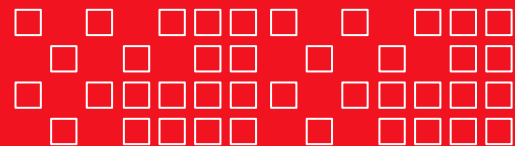




عرب هاردوير
ArabHardware



Thank You



For business enquiries, please contact:

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