

Company Profile

Yalla Group is the leading voice-centric social networking and entertainment platform in the Middle East and Northern Africa (MENA).

Our flagship mobile application, Yalla, features live voice chat rooms that function like an online version of majlis or cafés, where people spend their leisure time in casual chats.

We also operate Yalla Ludo, a mobile application featuring online versions of board games that are highly popular in MENA, such as Ludo and Domino.

We believe our users love our platform for the following reasons:

- Superior Social Experience

We provide a mobile platform for users to enjoy superior social experience online. Our mobile applications were inspired by offline social leisure activities in MENA. We bring such activities to the mobile Internet to make them more convenient.

- Localized Appeal

We have developed the leading social networking and entertainment platform tailored for the local cultures of our target markets, particularly MENA. Leveraging our insights into MENA culture and local user preferences, we infuse our user interfaces with local cultural elements.

- Voice-Centric Interaction Preferred by Users

Our users mainly interact through real-time voice chats on our platform. Compared to other forms of online communication such as texts, graphics or video, users are able to communicate more comfortably and effortlessly by voice.

- Highly Interactive User Community

Instead of passively consuming content, users come to our platform in order to actively participate in the social leisure activities we offer. We believe these social interactions foster a sense of community among users and enable our platform to attract and retain users more effectively compared to other platforms.

Our mission is to build the most popular destination for online social networking and entertainment activities in MENA.

