

OUR|CULTURE





*If you believe you can
achieve something great,
**the hardest part is
already done.***

ABDULLAH ALOTHMAN
FOUNDER AND CHAIRMAN



How it all started



Entrepreneurs at heart

It all started with the vision of our Founder Abdullah, whose innovative and entrepreneurial mindset inspired the idea of creating something better for merchants and customers alike. He noticed that payment solutions were not accessible to smaller merchants and e-commerce businesses.

He knew the process could be simplified for businesses big and small. That's why he started Geidea to offer easier, faster, seamless payment solutions, to help everyone grow and succeed.

EST. 2008

Abdullah Alothman
Founder and Chairman



What is culture?

Simply put, it's our identity and it defines everything about us. We are all Geidea and Geidea is all of us.

Why we are here

How we think

How we behave

What we promise



Why are we here?



To help merchants **sell more!**

Yes, it's as simple as that! That's our vision. No matter where in Geidea you are, or in what part of the world. Everything we do has the purpose to empower merchants and business partners with the right tools to start, manage and grow their businesses.



How we think

Our values guide how we think and act. They describe what we care about the most:

Customer First
Open
Real



A smiling man with dark curly hair, wearing a white t-shirt and a tan apron, stands in a coffee shop. In the background, there is a tiled wall, a coffee machine, and a coffee grinder.

Customer first, team next...

Why are we here at Geidea?

The short answer: our customers. We're customer centric - we listen to customers and are fully empowered to put their needs first. It's embedded in our design thinking and customer service approach.



O is for open

We're always open to change, innovations and new merchant trends.

Most importantly we're open to each other and to seeing things differently, to change our mind to the inputs from others and to re-evaluate and be self critical. All this allows us to constantly improve and evolve.

A man and a woman are sitting at a table, smiling and engaged in conversation. The man, on the right, has dark hair and a beard, wearing a light pink shirt. The woman, on the left, has long brown hair and wears glasses and a dark green patterned cardigan. In the bottom left corner, a white coffee cup with a black lid is partially visible. The background is a soft-focus office interior with a plant.

Keeping it real

We keep it real at all times.

We say things how they are, no sugar-coating, no jargon and no excuses! We take accountability for our actions and own our decisions. It's all about transparency, authenticity and being true to ourselves our merchants and business partners.

How we act

They say actions speak louder than words. How we act day-to-day brings our culture to life. We can simply sum it up in three words:

Bold
Resilient
Collaborative





We think big and get things done

We are **BOLD** enough
to set big targets!

With an entrepreneurial state of mind, we're not shy to disrupt well established norms, come up with new quirky solutions and constantly challenge ourselves and our way of thinking.



Failure is an event, not a person

We are **RESILIENT**
and focused on our goals.

We're open to possible failures, learn from our mistakes, and easily bounce back stronger than before. We can gracefully jump to plan B, if plan A doesn't seem to work...



One team, one dream



We're ready to **COLLABORATE** with colleagues, partners, clients, and regulators.

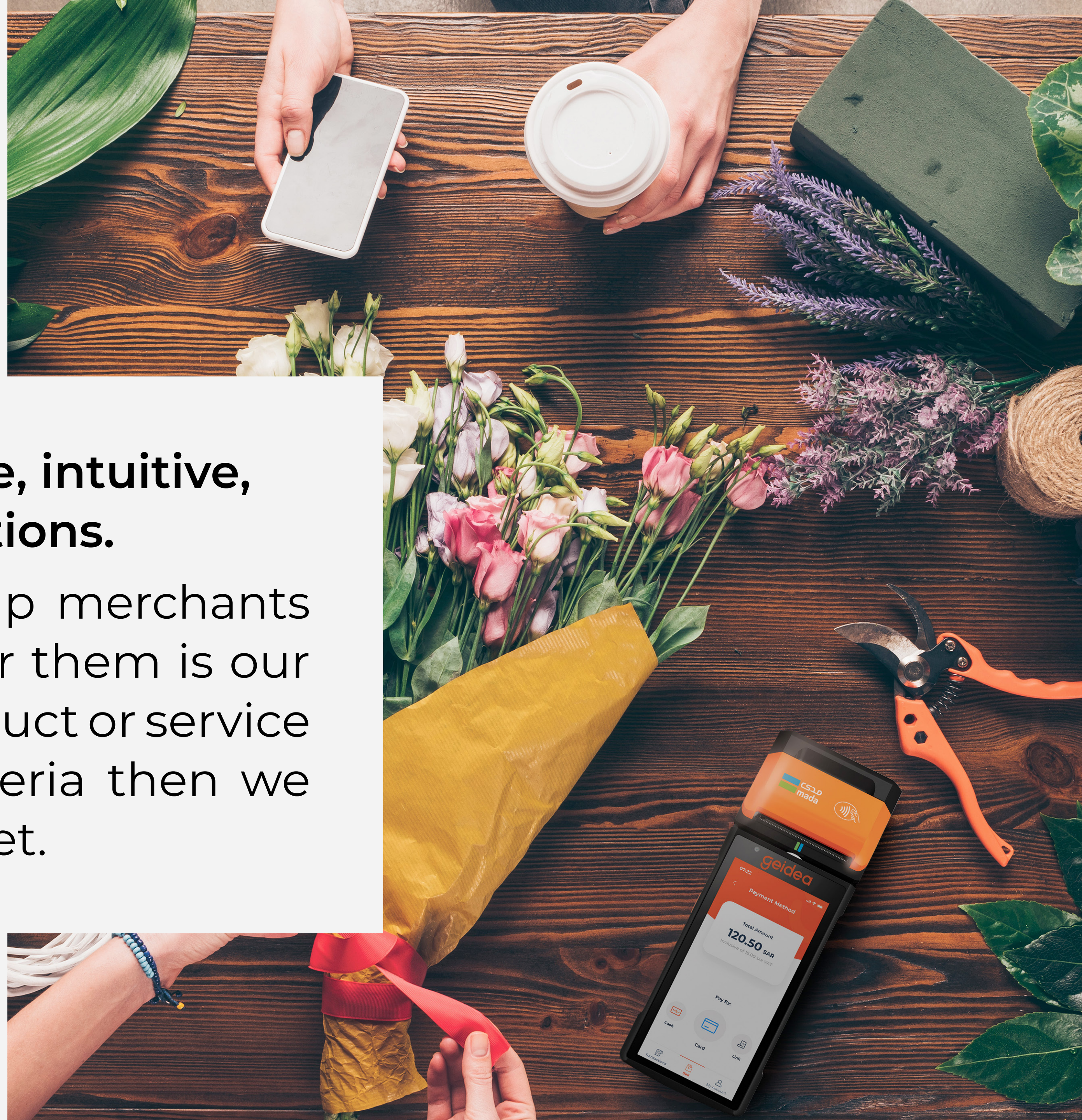
We know that we can achieve a lot more as a team rather than working alone.



What we promise to deliver

Simply put we deliver secure, intuitive, fast, seamless payment solutions.

If 'why' we are here is to help merchants sell more, then what we offer them is our customer promise. If our product or service does not meet all these criteria then we don't launch it into the market.





geidea

Now let's start building something great.

We hope you found our culture enlightening and perhaps intriguing! Last words of wisdom: ask questions, be curious and make sure you learn something new occasionally. Our biggest threat is lack of innovation, that's why we depend on you to be resourceful, agile, and proactive.

Enjoy the thrill of the journey ahead!

