



RAMSIDER

RAMSIDER INNOVATIVE HOOKAH FOR HORECA



MARKET CHALLENGE

Issues with conventional hookahs

- ✓ **Maintenance**
Complicated cleaning and ventilation issues
- ✓ **Labor costs**
Need for full-time hookah attendants and additional staff , personnel training costs
- ✓ **Safety**
Hot coals, smoke and elevated fire risk
- ✓ **Time**
Lengthy setup and service process
- ✓ **Space**
Dedicated preparation areas required
- ✓ **Quality**
Difficulty in maintaining consistent flavor experience

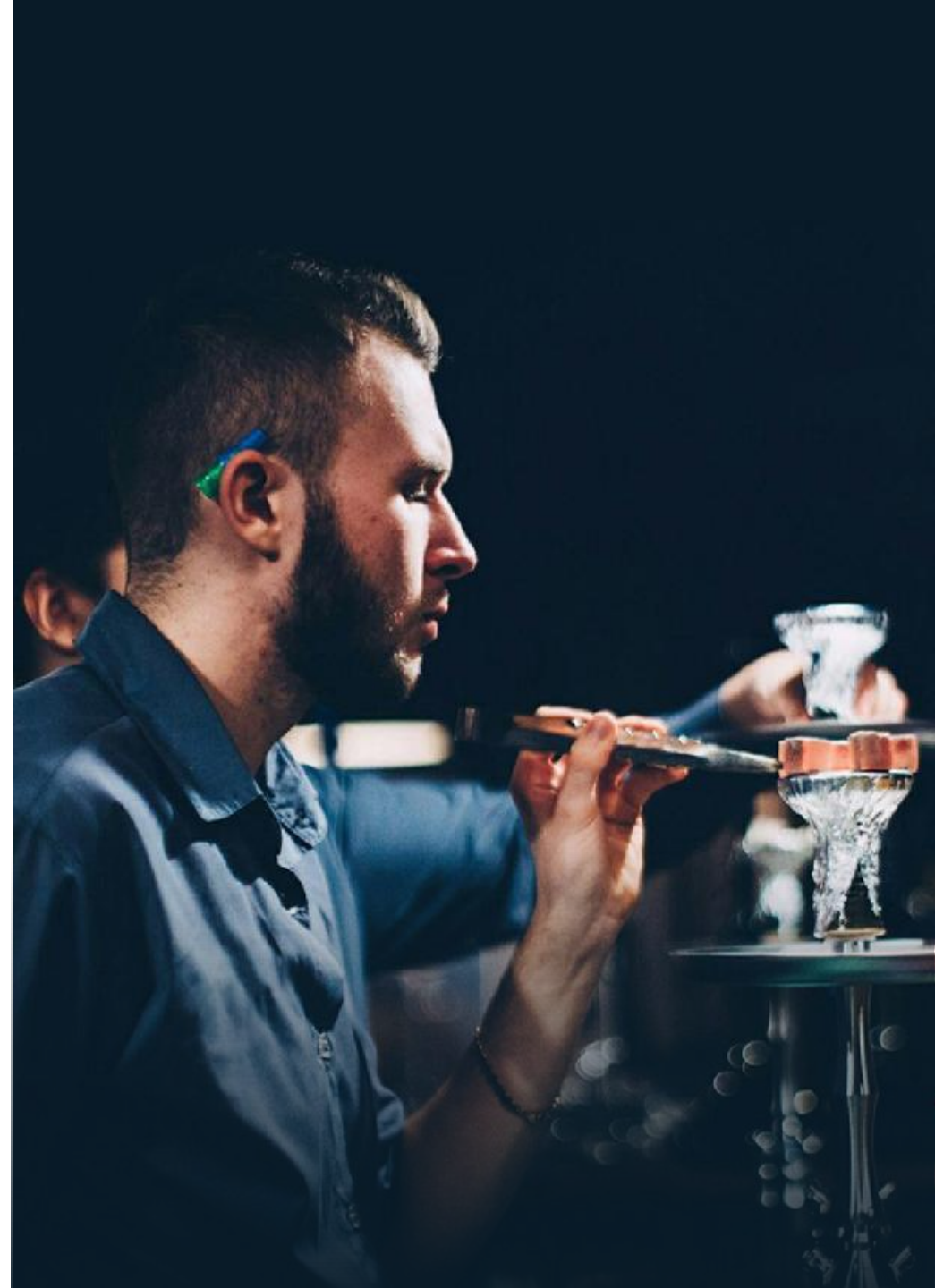


Consequences for business owners

Low profit margins

High operating costs

Limited scalability



THE RAMSIDER SOLUTION

Ramsider is a unique, comprehensive ecosystem for the electronic hookah industry, comprising the following components:

- ✓ A fully automated station with a capacity of up to 18 devices, featuring a built-in system for cleaning and sterilizing bowls and mouthpieces.
- ✓ A built-in battery charging system, automatic heat-up, and capsule storage.

Ramsider Hookah Advantages



Heat-not-Burn Technology

- No carbon monoxide, coals, or smoke
- Eco-friendly blends without carcinogens



Ready-to-Use Concept

Controlled via proprietary software integrated with the Ramsider ecosystem, requiring minimal staff involvement



Business Analytics and Customization

- Equipment status tracking
- Analysis of station and flavor popularity
- Unique customization of lighting and sound





FOR PARTNERS (VENUES)



Financial impact

Raises venue profitability by increasing the average transaction value and revenue



Audience attraction

Drives new customer acquisition and boosts foot traffic



Operational efficiency

Robotic system performs 90% of the work without permanent staff



Advanced technology and control

Management, analytics, and full control via the app



Safety and clean operation

No fire or coals; capsule technology eliminates mess



Flexibility and scalability

Easily integrates into any location with various cooperation models



Premium positioning

Enhances venue image and creates a premium-service atmosphere



Rapid deployment

Operational within hours, no construction, water, or assembly required



FOR CUSTOMERS



Pure and rich flavor

Two-level heating without coals or soot reveals a full aroma



Stability and control

Over an hour of consistent hookah experience thanks to smart heating algorithms



Safety and sterility

No fire or glass; steam treatment ensures hygiene



Eco-friendly and natural

Proprietary eco-blends without smoke or synthetic additives



Speed and convenience

Ready to serve in 8 minutes; compact and easy to use



Contemporary design

Minimalist style with interactive screen and lighting



Wide flavor assortment

Localized selection based on regional characteristics and preferences



Heating mode selection

Laboratory selection of the optimal heating mode to unlock flavor potential

PRODUCT RANGE

B2B Monetization Channels

- ✓ **Hookah stations**
Innovative electronic hookah stations designed for commercial use (from 4 to 18 Ramsider devices)
- ✓ **Tobacco blends**
Exclusive tobacco blends in convenient capsules, tailored to the diverse tastes of patrons
- ✓ **Modern software**
Digital platform for device management and process optimization, enhancing operational efficiency and visitor comfort
- ✓ **Accessories**
Premium add-ons and functional solutions for customization and improving the hookah experience in venues



PRODUCT RANGE

Ramsider Mini Hookeria Hookah Station

Purpose

Mass solution for franchises and venues with limited space. Optimal for cafés, lounges, bars, small restaurants, food courts, and locations where speed, compactness, and ease of service are critical.

Technical specifications



Preparation

Up to 8 devices simultaneously



Storage

200 capsules built-in



Power supply

220 V, up to 2 kW



Performance

40+ hookah servings per day



Connectivity

Built-in Wi-Fi module for autonomous operation



Cleaning system

Manual rinsing and disinfection



PRODUCT RANGE

Ramsider Mini-Hookeria Pro Hookah Station

Purpose

Premium solution for lounges, bars, and restaurants with medium to high traffic. Enables service and storage of up to 14 hookahs in one station.

Technical specifications



Preparation

Up to 14 devices



Storage

1,000–1,200 capsules



Power supply

220 V, up to 3 kW



Performance

200+ hookah servings per day



Connectivity

Ramsider App support



Cleaning system

Steam sterilization, automatic cleaning of bowls and hoses

Additional functions

Lighting and LED display

Water dispenser

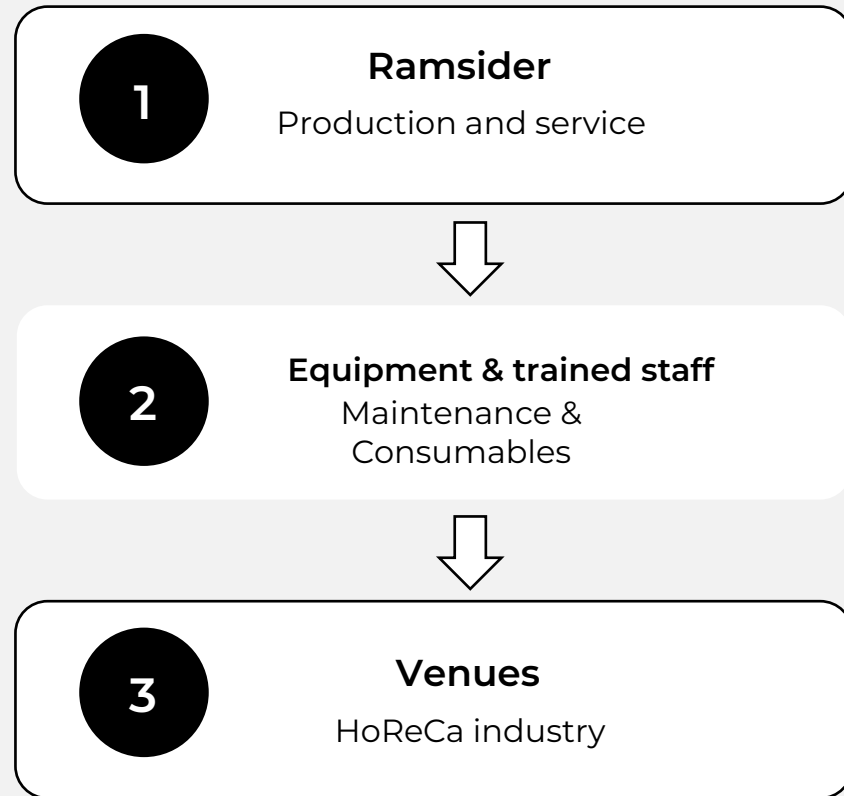
Built-in ventilation

Proprietary syrup module



BUSINESS MODEL

Franchise PRO & DIY



✓ Average transaction value per hookah serving

\$50	\$30
UAE	Other GCC countries

✓ Revenue distribution

67-90%	10-33%
Venue	Ramsider

Flexible model: profit share depends on the venue's sales performance

PROJECT DEVELOPMENT PROSPECTS



Premium hookah segment

Strong growth potential in the luxury segment, targeting elite venues and private clients.



Product diversity

Wide assortment of capsules and device collections (including gold-plated lines), both standard and premium.



Software support

Mobile app offering unique flavor mixes, sales of blend collections (natural and synthetic), and personalization features



Innovation

Gold-plated devices already available, underscoring status and durability.



Cross-industry potential

Ramsider technologies are applicable beyond the hookah industry (tobacco blends, aromatherapy, essential oils, legal cannabis, SPA & wellness, pharmaceutical oils), opening opportunities for integration into adjacent markets and creating new growth sources.



Further opportunities

Integration with the RAMS Group ecosystem for cross-promotion, loyalty program with bonuses and discounts via the app, and expansion of eco-initiatives with recyclable materials.

RAMSIDER



CERTIFICATION

RAMSIDER devices have successfully passed all required tests and confirmed compliance with international standards.



EMC

electromagnetic compatibility



RoHS

restriction of hazardous substances



RED (Radio Equipment Directive)

compliance



Safety certificate

IF YOU SHARE OUR VISION AND BELIEVE
IN ACHIEVING MORE TOGETHER,
DON'T HESITATE TO REACH OUT

partners@ramsider.com

