



moovie Invests in Arabian Mile to Revolutionize Last-Mile Delivery in Saudi Arabia

Abu Dhabi, UAE, February 27, 2025 – moovie Holding, the parent company of NOYTECH Supply Chain Solutions, has entered into a strategic partnership with Arabian Mile, an innovative Saudi startup transforming last-mile delivery. Through this investment, moovie is backing the launch of a pioneering logistics player in the Kingdom, fully aligned with Saudi Vision 2030 to enhance logistics efficiency and economic growth.

Operating under the brand NOYTECH Arabian Mile, this new venture will merge NOYTECH's global logistics expertise with Arabian Mile's cutting-edge approach to last-mile delivery. With a strong focus on a light-asset model, it will leverage a state-of-the-art technology platform to optimize operations while prioritizing an exceptional customer experience. It will be the first in the region to introduce precise, 2–4 hour delivery time slots, setting a new industry benchmark for speed, reliability, and customer convenience. The client service launch of NOYTECH Arabian Mile is scheduled for the second quarter of 2025, marking a major milestone in the company's expansion in Saudi Arabia.

Revolutionizing Last-Mile Logistics in Saudi Arabia

NOYTECH Arabian Mile is designed to serve retail, e-commerce, and 3PL operators, offering a seamless, high-speed, and transparent delivery experience. The company's key innovations include:

- Advanced IT infrastructure for optimized fulfillment, fleet management, and routing, reducing costs and improving efficiency.
- Flexible, customer-centric services, such as try-on delivery, partial buyouts, and real-time order tracking.
- Scalable premium solutions tailored for major retailers, ensuring top-tier service quality.
- With Saudi Arabia rapidly evolving into a global logistics hub, NOYTECH Arabian Mile is uniquely positioned to drive efficiency, enhance supply chain operations, and set new delivery standards in the Kingdom.

Leadership Insights

Perry Neumann, Shareholders' Representative for NOYTECH Supply Chain Solutions, moovie Holding UAE, emphasized: "For NOYTECH, this marks a significant step forward in our mission to provide modern logistics solutions in Saudi Arabia. Our investment in NOYTECH Arabian Mile will accelerate logistics infrastructure development and create a powerful synergy between NOYTECH's international expertise and Arabian Mile's innovation. Together, we aim to become the regional leader in logistics solutions."



Ivan Korotkov, Founder & CEO of NOYTECH Arabian Mile, added: “Our goal is to redefine last-mile delivery standards in Saudi Arabia. By pioneering 2–4 hour delivery slots—and soon as short as 15 minutes—we are setting a new benchmark for precision and reliability. With NOYTECH’s support, we are confident in scaling this model and delivering the advanced logistics solutions the Saudi market demands.”

About moovie Holding

moovie Holding is an UAE based diversified investment company, with focus on a logistics related portfolio. It has the emphasis to invest in certain industries, but always closely related to value chain optimization. One of the core assets consists through ownership of NOYTECH Supply Chain Solutions. For more details, visit www.moovie.info

About NOYTECH Supply Chain Solutions

With 28 locations across 8 countries—Saudi Arabia, UAE, Russia, China, Azerbaijan, Uzbekistan, Belarus, and Kazakhstan—NOYTECH operates 72,000 m² of warehouse space and employs 1,500+ professionals. Its comprehensive logistics portfolio includes:

- Multi-modal transport (sea, road, rail, air)
- 4PL & supply chain consultancy
- Project logistics & heavy-lift handling
- Customs clearance & contract logistics
- Commodity trading & industrial engineering services
- Insurance

For more details, visit www.noytech.com

About NOYTECH Arabian Mile

Founded in 2024 through a partnership between NOYTECH Supply Chain Solutions and Arabian Mile, NOYTECH Arabian Mile is Saudi Arabia’s first last-mile provider to offer precise, scheduled deliveries within 2–4 hour time slots. The company ensures full transparency, high-speed service, and unmatched reliability for retail, e-commerce, and 3PL businesses.

For more details, visit www.arabianmile.com