

## Letter of intent

To Whom It May Concern,

I would like to express our strong interest in exploring business opportunities and potential partnerships with companies from the United Arab Emirates.

eCommerce Today is a full-service Shopify and eCommerce growth agency, founded in 2019, with a proven track record in delivering large-scale digital commerce projects across North America, Europe, and the MENA region.

Our experience in the Middle East is already notable: in 2025 we successfully launched iSTYLE.ae and are currently working with the group on additional websites and partnerships with family offices across the MENA region. This expertise allows us to understand the specific market dynamics and consumer expectations in the area.

We are confident that our team's technical expertise, strategic approach, and international delivery capability make us a valuable partner for companies aiming to expand or optimize their eCommerce presence in the UAE and beyond.

We look forward to establishing meaningful collaborations and contributing to the growth of digital commerce in the region.

Sincerely,

Stefan Chiriacescu,

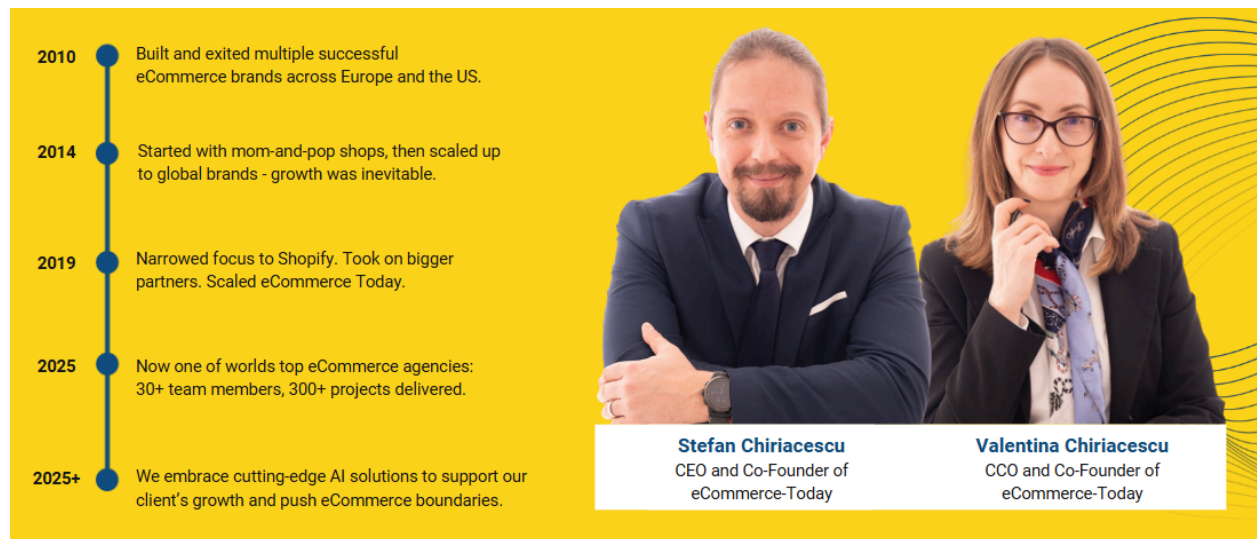
Cofounder & CEO of eCommerce Today Agency



Date: 22.09.2025

# COMPANY PROFILE: ECOMMERCE TODAY AGENCY

Founded in 2019, **ECOMMERCE TODAY AGENCY** is a full-service Shopify & eCommerce growth agency with a proven track record of delivering large-scale projects for international clients. We operate as an extension of our partners' teams, providing both strategy and execution across the full digital commerce ecosystem.

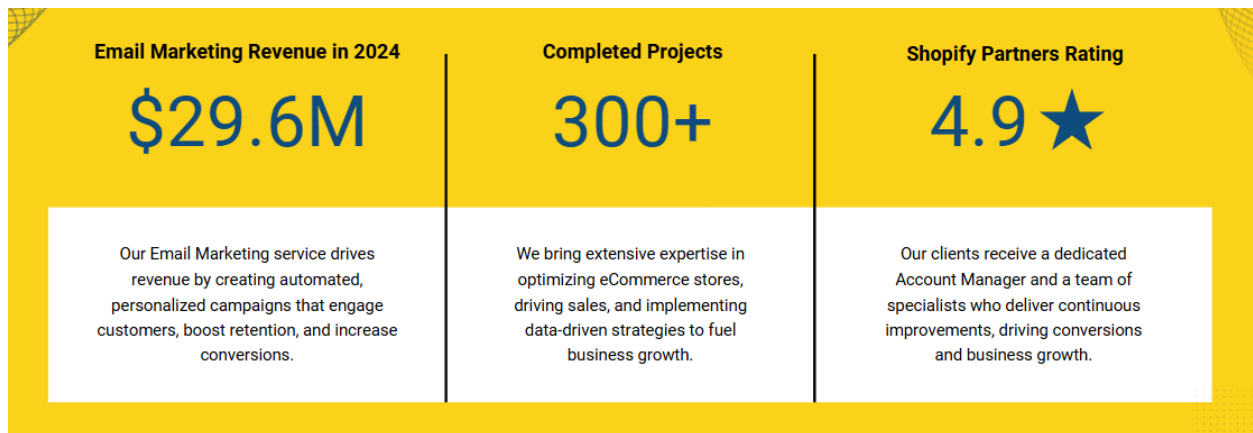


Our leadership team brings over 50 years of hands-on eCommerce experience, having built, scaled, and exited multiple online businesses before founding eCommerce Today.

- **Ștefan Chiriacescu** – CEO & Co-Founder  
International speaker at top eCommerce conferences across Europe and MENA.
- **Valentina Chiriacescu** – Chief Commercial Officer & Co-Founder  
Specialist in commercial strategy and client growth.

## 2. Our Numbers

- **\$29.6M** revenue generated through email marketing in 2024
- **300+ projects completed** for international clients
- **4.9/5 Shopify Partner Rating** (190+ verified reviews)

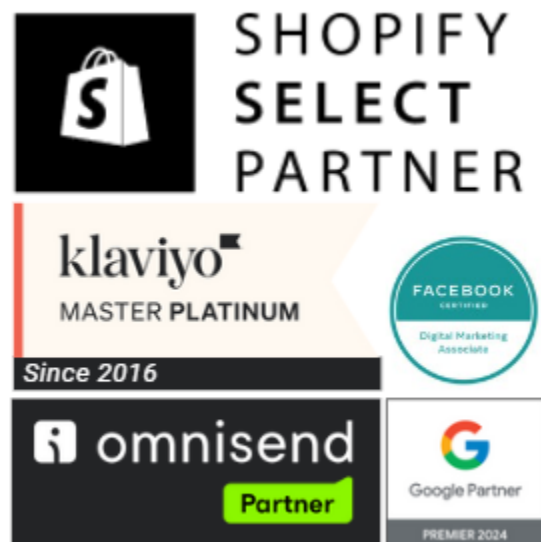


### 3. Services & Expertise

We deliver end-to-end eCommerce managed services, with dedicated account managers ensuring consistent quality and results.

#### Core Expertise:

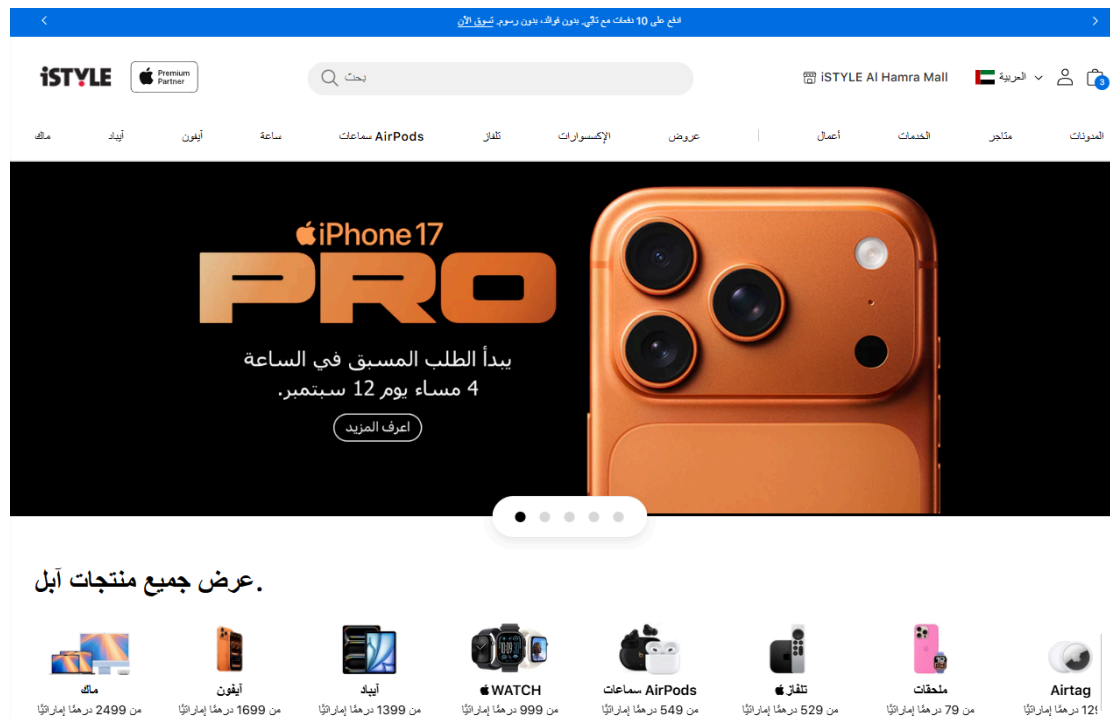
- Shopify migrations, development & CRO
- Marketing automation (Email, SMS, WhatsApp, Chatbots)
- PPC (Meta, Google, TikTok, Amazon)
- SEO & Content marketing
- Creative services (design, video, UX)
- App Development



## 4. Global Reach & MENA Experience

We work with clients across **North America, Europe, APAC, and MENA.**

- Notable MENA project: **launched iSTYLE.ae** and currently managing the rollout of additional websites for the group in the region.
- Expertise in adapting to local consumer behavior, payment systems, and multi-language stores.



[iSTYLE.ae](#) Migration from Magento to Shopify

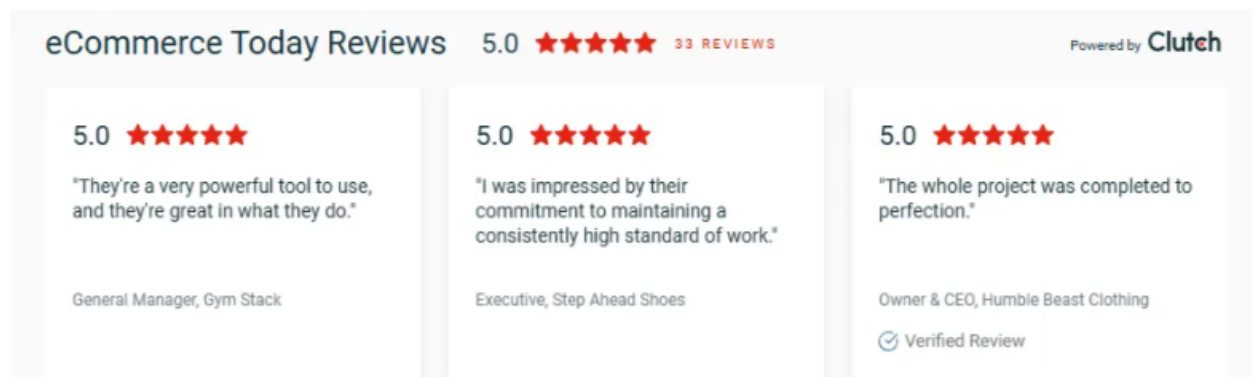
## 5. Testimonials & Recognition

- **Shopify Scale Partner** (soon Plus Partner)
- **Klaviyo Platinum Master Partner**
- **Top-rated agency on Clutch, Trustpilot, and Shopify Experts**



Client testimonials consistently highlight:

- Quality & performance of delivered websites
- Transparent communication
- Timely delivery and long-term partnerships



## 6. Our Team

With over **35 full-time specialists**, we cover every aspect of digital commerce: developers, designers, marketers, automation specialists, SEO & PPC experts.



## 7. Why Work With Us

- Proven track record in **MENA region** with ongoing projects
- Recognized as a **top Shopify and Klaviyo partner**
- International delivery capability with a dedicated, specialized team
- Focus on **sustainable growth and automation** for scalable results

## 8. Contact Us

- Email: CEO: [stefan@ecommerce-today.com](mailto:stefan@ecommerce-today.com) / Sales: [valentina@ecommerce-today.com](mailto:valentina@ecommerce-today.com)
- Phone: USA: +1 (646) 480-0104 / RO: +40 738 496 728
- Website: [www.ecommerce-today.com](http://www.ecommerce-today.com) (Arabic: <https://ecommerce-today.com/ar/>)