

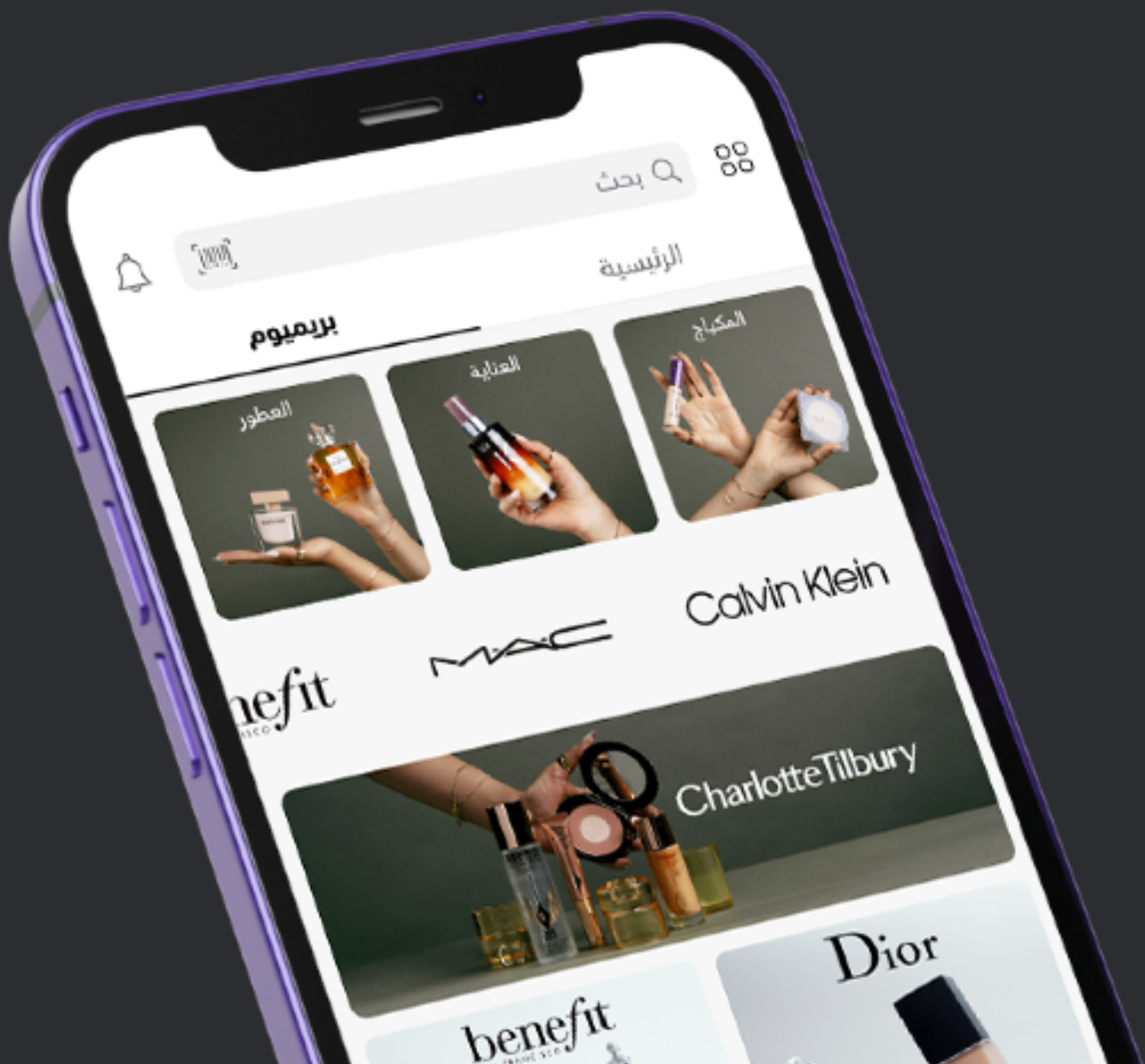


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NICE ONE

niceonesa.com



Nice One Announces Final Offer Price of Its Initial Public Offering



This announcement is not a prospectus and does not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale or subscription of any securities of Nice One (as defined below) in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration, exemption from registration or qualification under the securities laws of any jurisdiction, including in or into the United States, Canada, Japan, Australia or South Africa. Neither this announcement nor anything contained herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Any offer to acquire shares pursuant to the proposed Offering (as defined below) will be made pursuant to the Arabic language prospectus prepared by Nice One.

Any investor should make their investment decision solely on the basis of the information that is contained in the prospectus. Copies of the prospectus will be available on the websites of the Company (<https://ipo.niceonesa.com>), the Capital Market Authority (www.cma.org.sa), the Saudi Exchange (www.saudiexchange.sa), and the Financial Advisors EFG Hermes KSA (www.efghldg.com) and SNB Capital Company (www.alahlicapital.com).

Nice One Announces Final Offer Price of Its Initial Public Offering

Riyadh, Saudi Arabia – 16 December 2024G: Nice One Beauty Digital Marketing Company (the “**Company**” or “**Nice One**”), the leading beauty and care e-commerce platform in the Kingdom of Saudi Arabia (the “**Kingdom**”), announces the successful completion of the book-building process for institutional investors (“**Participating Parties**”) and the final offer price (the “**Final Offer Price**”) for the Company’s initial public offering (the “**IPO**” or “**Offering**”).

The Final Offer Price for the Offering has been set at SAR 35 per share, which is at the top end of the previously announced price range for the IPO, implying a market capitalization exceeding SAR 4 billion (approximately more than USD 1 billion) at listing. The orders recorded during the institutional book-building exceeded SAR 169 billion (approximately more than USD 45 billion), representing a coverage of 139.4 times.

The retail subscription period will commence on Tuesday, 23/06/1446H (corresponding to 24/12/2024G) and ends at 2:00pm KSA time of Wednesday, 24/06/1446H (corresponding to 25/12/2024G).

Offer Details

- The Final Offer Price for the Offering has been set at SAR 35 per share, implying a market capitalization exceeding SAR 4 billion (approximately more than USD 1 billion) at listing.
- The Offer Shares will be listed and traded on the Saudi Exchange's Main Market following the completion of the Offering and listing formalities with both the CMA and the Saudi Exchange.
- The Offering consists of 34,650,000 of ordinary shares (the "**Offer Shares**"), through the sale of 29,150,000 ordinary shares of the existing shares (the "**Sale Shares**") by the Company's existing shareholders on a pro-rata basis, and the issuance of 5,500,000 shares (the "**New Shares**") through a capital increase.
- 100% of the Offer Shares have been initially allocated to the Participating Parties that took part in the institutional book building process. In the event that Individual Subscribers subscribe for the Offer Shares allocated thereto, the Financial Advisors, in coordination with the Company, shall have the right to reduce the number of Offer Shares allocated to Participating Parties to 31,185,000 shares, representing 90% of the Offer Shares, The final number of Offer Shares allocated to the Participating Parties will be clawed back accordingly based on subscriptions from Individual Subscribers, provided that such claw-back does not apply to the cornerstone investors (being 4,331,250 shares) in any event. Accordingly, 26,853,750 Offer Shares will be allocated to Participating Parties excluding the Offer Shares allocated to the cornerstone investors and Individual Investors.

- In respect to the Offering, the Company has appointed EFG Hermes KSA (“**EFG Hermes**”) and SNB Capital Company (“**SNB Capital**”) as the joint financial advisors (hereinafter referred to as the "**Financial Advisors**"), bookrunners (the "**Bookrunners**"), and underwriters (the "**Underwriters**").
- The Company also appointed SNB Capital as the lead manager (hereinafter referred to as the "**Lead Manager**") in respect to the Offering described herein.
- SNB Capital, SAB Invest, Al Rajhi Capital, Saudi Fransi Capital, Alinma Investment, Riyad Capital, AlJazira Capital, Alistithmar Capital, AlBilad Capital, ANB Capital, Derayah Financial Company, Yaqeen Capital, Alkhabeer Capital and Sahm Capital to act as receiving agents (collectively, the "**Receiving Agents**") for retail investors.

For more information on the Offering, visit <https://ipo.niceonesa.com>

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relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Investors may only subscribe in the Offer Shares on the basis of the CMA approved Arabic language prospectus issued by the Company (the “Prospectus”). The information in this announcement is subject to change. In accordance with Article 31 of the OSCO Rules, copies of the Prospectus will, following publication, be available on the websites of the Company (<https://ipo.niceonesa.com>), the CMA (www.cma.org.sa), the Saudi Exchange (www.saudiexchange.sa) and the Financial Advisors EFG Hermes KSA (www.efghldg.com) and SNB Capital Company (www.alahlicapital.com). This announcement is not an offer document for the purposes of the OSCO Rules and should not be construed as such. The CMA and the Saudi Exchange do not take any responsibility for the contents of this announcement, do not make any representations as to its accuracy or completeness, and expressly disclaim any liability whatsoever for any loss arising from, or incurred in reliance upon, any part of this announcement. This announcement may include statements that are, or may be deemed to be, “forward-looking statements”. These forward-looking statements may be identified by the use of forward-looking terminology, including the terms “aim,” “anticipate,” “believe,” “can,” “consider,” “could,” “estimate,” “expect,” “forecast,” “intend,” “may,” “ought to,” “potential,” “plan,” “projection,” “seek,” “should,” “will,” “would,” or, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, objectives, goals, future events or intentions. Any forward-looking statements reflect the Company’s current view with respect to future events and are subject to risks relating to future events and other risks, uncertainties and assumptions relating to the Company’s business, results of operations, financial position, liquidity, prospects, growth or strategies. Many factors could cause the actual results to differ materially from those expressed or implied by any such forward-looking statements or contained in projections, including, among other things, risks specifically related to the Company and its operations, the development of global economic and industry conditions, and the impact of

economic, political and social developments in the Kingdom. These factors will be described in more detail in the Prospectus. Forward-looking statements speak only as of the date they are made. Each of the Company, the Financial Advisor and its respective affiliates expressly disclaims any obligation or undertaking to update, review or revise any forward-looking statement contained in this announcement whether as a result of new information, future developments or otherwise. There is no guarantee that the Offering will occur, and you should not base your financial decisions on the Company's intentions in relation to the Offering at this stage. This announcement does not constitute a recommendation concerning the Offering nor any declaration or undertaking by any means. Acquiring Offer Shares to which this announcement relates may expose an investor to a significant risk of losing the entire amount invested. Persons considering investment should consult an investment advisor or an authorized person specializing in advising on such investments. The Financial Advisor is acting exclusively for the Company and no-one else in connection with the Offering. It will not regard any other person as its client in relation to the Offering and will not be responsible to anyone other than the Company for providing the protections afforded to its clients, nor for providing advice in relation to the Offering, the contents of this announcement or any transaction, arrangement or other matter referred to herein. The contents of this announcement have been prepared by and are the sole responsibility of the Company. Neither the Financial Advisor nor any of its affiliates or respective directors, officers, employees, advisers or agents accepts any responsibility or liability whatsoever for or makes any representation or warranty, express or implied, as to the truth, accuracy or completeness of the information in this announcement (or whether any information has been omitted from the announcement) or any other information relating to the Company, its subsidiaries or associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss howsoever arising from any use of this announcement or its contents or otherwise arising in connection therewith. In connection with

the Offering, the Financial Advisor and any of its affiliates, may take up a portion of the Offer Shares in connection with the Offering as a principal position and in that capacity may retain, purchase, sell, offer to sell for their own accounts such Offer Shares and other securities of the Company or related investments in connection with the Offering or otherwise. Accordingly, references in the Prospectus, once published, to the Company's shares being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, the Financial Advisor and any of its affiliates acting in such capacity. In addition, the Financial Advisor and any of its affiliates may enter into financing arrangements (including swaps or contracts for difference) with investors in connection with which the Financial Advisor and any of its affiliates may from time to time, acquire, hold or dispose of securities. The Financial Advisor does not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.