

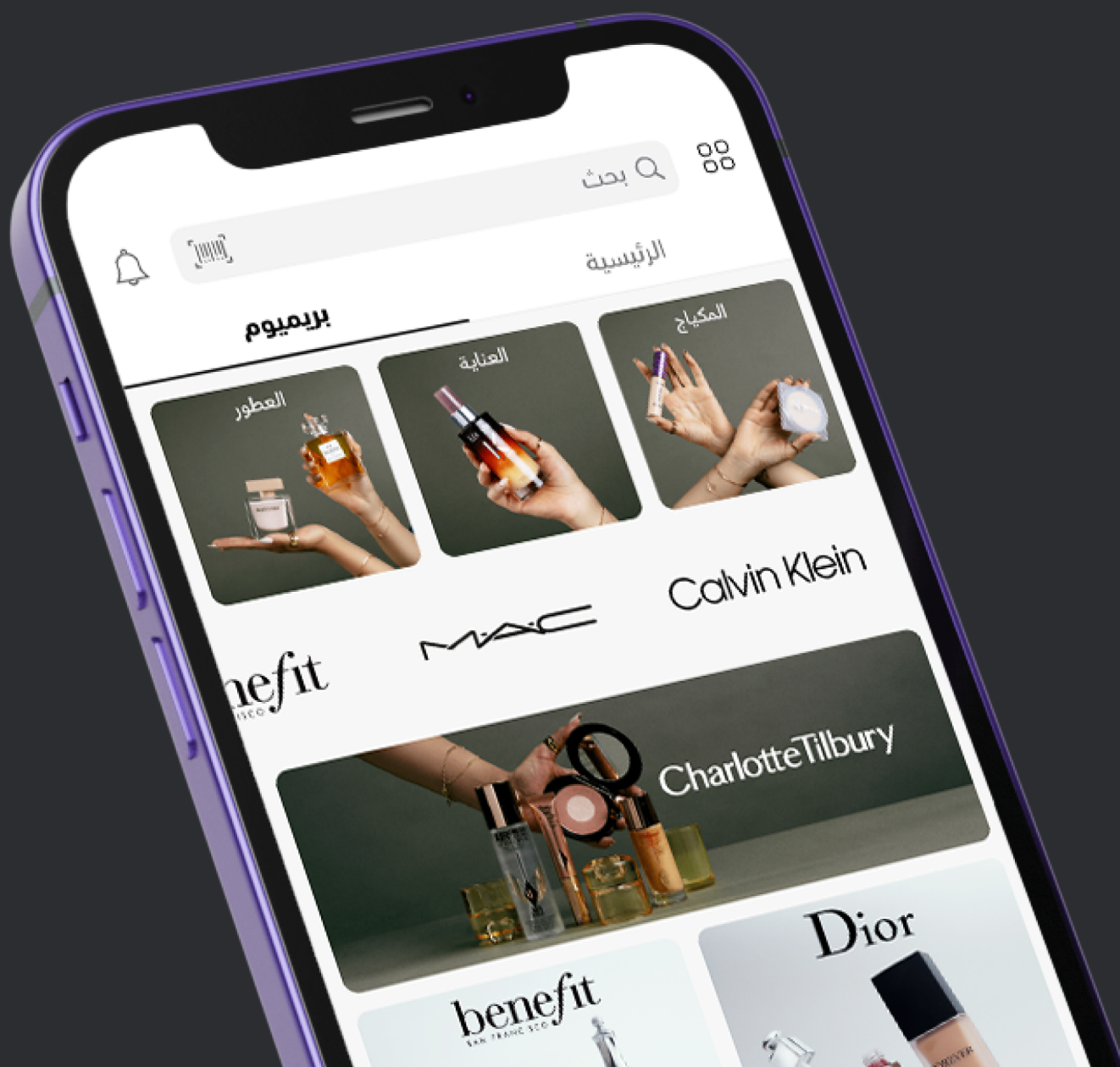


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NICE ONE

niceonesa.com



# Nice One Announces Successful Listing and Commencement of Trading on Saudi Exchange



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](http://www.cma.org.sa)), the Saudi Exchange ([www.saudiexchange.sa](http://www.saudiexchange.sa)), and the Financial Advisors EFG Hermes KSA ([www.efghldg.com](http://www.efghldg.com)) and SNB Capital Company ([www.alahlicapital.com](http://www.alahlicapital.com)).

## Nice One Announces Successful Listing and Commencement of Trading on Saudi Exchange

**Riyadh, Saudi Arabia – 08 January 2025G:** 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**”), announced today the listing of its shares on the Main Market of the Saudi Exchange, following the successful completion of its initial public offering (the “**IPO**” or “**Offering**”), making it the first unicorn tech company to debut on the Main Market. The Company is now trading under the ticker symbol: 4193.

The Offering consisted of 34,650,000 ordinary shares (the “**Offer Shares**”), with 90% of the Offer Shares allocated to Institutional Investors (the “**Participating Parties**”). 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 number of shares that were allocated to the Individual Investors tranche was 3,465,000 Offer Shares, representing 10% of the total Offer Shares. The offering saw 418,116 individual investors place orders totaling SAR 908 million, reflecting a subscription coverage of 7.5 times for this tranche.

The Final Offer Price was set at SAR 35 per share, at the top end of the price range, with the Company successfully raising gross process of approximately SAR 1.21 billion with an implied market exceeding SAR 4 billion at listing.

**Omar Al Olayan, CEO & Co-founder** commented: "Today marks a historic milestone for Nice One as we officially list on the Saudi Exchange's Main Market. Becoming the first unicorn tech company to debut in this space is a testament to our team's dedication, our customers' trust, and the confidence of our investors. This is not just an achievement for Nice One but also for Saudi Arabia's vibrant tech and e-commerce ecosystem. As we embark on this new chapter, we are committed to driving innovation, delivering exceptional customer experiences, and creating long-term value for our shareholders."

**Abdulahman Al Olayan, CMO & Co-founder** commented: "This moment is a celebration of Nice One's journey from a visionary startup to the first unicorn tech company listed on the Saudi Exchange's Main Market. It reflects our relentless focus on understanding and meeting customer needs, leveraging digital innovation, and fostering trust with our partners and investors. We are excited to continue leading the beauty e-commerce sector, expanding our offerings, and shaping the future of retail in the Kingdom and beyond."

– END –

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