

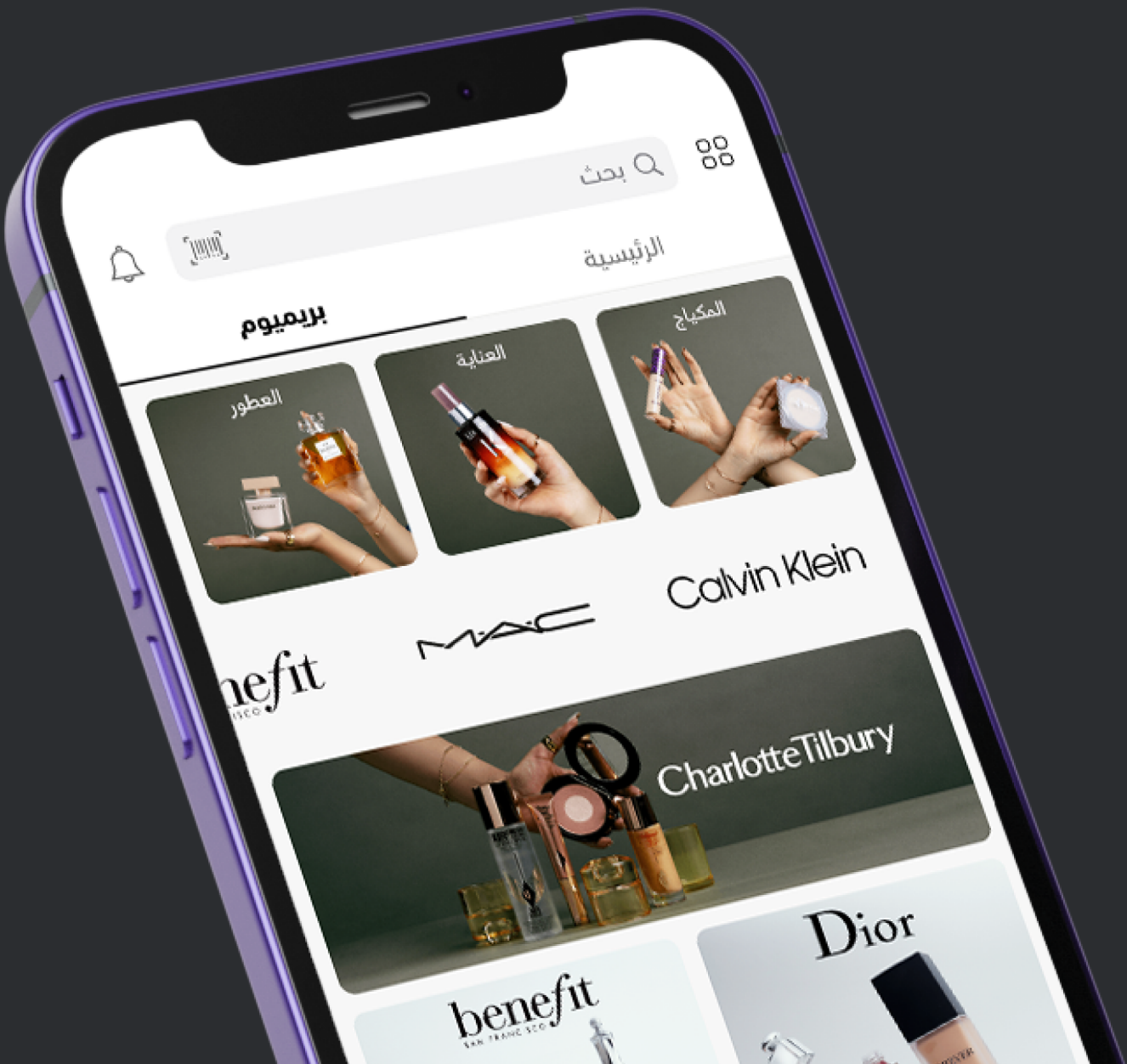


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NICE ONE

niceonesa.com



Nice One IPO Price Range Announcement



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 Beauty Digital Marketing Company Announces its IPO Offer Price Range and the Commencement of the Institutional Book-Building

Riyadh, Saudi Arabia – 01 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 price range for its initial public offering (the “**IPO**” or “**Offering**”) and the commencement of the institutional book-building period for Participating Parties.

The price range for the Offering has been set between SAR 32 and SAR 35 per share (the “**Price Range**”). The institutional book building period commences today, 01 December 2024G and will close at 2pm (KSA time) on Sunday, 08 December 2024G.

On 25 September 2024G, the Capital Market Authority (the “**CMA**”) approved the Company’s application for registering its share capital and the Offering 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. The Sale Shares represent 25.24% and the New Shares represent 4.76% of the Company’s capital upon completion of the Offering, totaling 30% of the issued share capital (after issuance of the New Shares and the Company’s capital increase). The final offer price of the Offer Shares will be determined at the end of the book-building period.

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

BACKGROUND TO THE OFFERING

- The company has obtained the necessary approvals from the Capital Market Authority and Saudi Exchange to proceed with the offering and listing process as shown below:
 - The Offering will consist of 34,650,000 ordinary shares, representing 30% of its share capital (post-increase) through the sale of a combination of existing and newly issued shares.
 - The Offer Shares will be offered for subscription to Individual Subscribers and Participating Parties (as defined below).
 - A maximum of 34,650,000 ordinary shares, representing 100% of the offer shares, will be allocated to the participating parties initially, with the final allocation being made after the end of the retail subscription period.
 - In the event of sufficient demand from retail investors, they will be allocated a maximum of 3,465,000 ordinary shares representing 10% of the offer shares.
 - 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.
- In respect to the Offering, the Company has appointed EFG Hermes KSA 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, Riyadh 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.

- The Offering is restricted to the following groups of investors:
 - **Tranche (A): Participating Parties:** This tranche comprises investors eligible to participate in the Book-Building process in accordance with the Instructions for Book Building Process. The number of Offer Shares to be initially allocated to Participating Parties is thirty-four million six hundred and fifty thousand (34,650,000) Ordinary Offer Shares, representing 100% of the total Offer Shares. The final allocation will take place after the end of the individual subscription period. In the event there is sufficient demand by Individual Subscribers (as defined under Tranche (B) below), the Financial Advisors shall have the right to reduce the number of Offer Shares allocated to Participating Parties to a minimum of thirty-one million one hundred and eighty-five thousand (31,185,000) Ordinary Shares, representing 90% of the total Offer Shares. The number and percentage of the Offer Shares to be allocated to the Participating Parties will be determined by the Financial Advisors, in coordination with the Company.
 - **Tranche (B): Individual Subscribers:** This tranche includes Saudi Arabian nationals, including any Saudi female divorcee or widow with minor children from a marriage to a non-Saudi person who can subscribe for her own benefit in her own name or in the names of her minor children, on the condition that she provides proof that she is a divorcee or widow and the mother of her minor children; and any natural non-Saudi Arabian national who is residing in Saudi Arabia and any national of countries in the Gulf Cooperation Council, in each case who has an investment account and an active portfolio with one of the Receiving Agents or has the right to open an investment account with a Capital Market Institution. Subscription by a person in the name of his divorcee shall be deemed invalid. If a transaction of this nature is proved to have occurred, the applicable regulations shall be enforced against such person. If a duplicate subscription is made, the second subscription will be deemed void, and only the first subscription will be accepted. A maximum of three million four hundred and sixty-five thousand (3,465,000) Ordinary Shares, representing 10% of the Offer Shares, shall be allocated to Individual Subscribers. In the event that the Individual Subscribers do not subscribe in full for the Offer Shares allocated to them, the Lead Manager may reduce the number of Offer Shares allocated to Individual Subscribers in proportion to the number of Offer Shares subscribed for thereby.

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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.