



مهيار *Nayomi*

جمجوم فاشن
JAMJOOM FASHION



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Jamjoom Fashion Announces the Results of the Offering Process and the Final Price for its IPO

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PRESS RELEASE



Jamjoom Fashion Announces the Results of the Offering Process and the IPO Final Price

Riyadh, Kingdom of Saudi Arabia – 11 September 2025G: Jamjoom Fashion Trading Company (“Jamjoom Fashion” or the “Company”), a leading Saudi-based apparel and lifestyle group and a pioneer in creating and scaling brands across the KSA and the Middle East, and the group behind Nayomi and Mihyar, today announces the successful completion of the offering of 2,384,340 shares, representing 30% of its capital, and the final offer price (the “Final Offer Price”) for its initial public offering (the “IPO” or “Offering”).

The Offering successfully completed at a Final Offer Price of SAR 145.0 per share, at the top of the previously announced price range for the Offering of SAR 140–145 per share. The Final Offer Price implies a market capitalization of the Company at listing of SAR 1,152 million (USD 307 million), with the Offering proceeds being around SAR 346 million (USD 92 million).

The offering process garnered interest from a range of Qualified Investors, generating an order book of SAR 1,557 million, a 4.50x times oversubscription.

Kamal Osman Jamjoom, Founder and Chairman of Jamjoom Fashion, said: “We are deeply encouraged by the strong demand from a diverse range of qualified investors, which reaffirms the market’s confidence in homegrown brands that are proudly taking Saudi development concepts to new markets, scaling in innovative ways, and blending the best of online shopping with brick-and-mortar experiences to attract and build a loyal customer base. This overwhelming interest is not only a vote of confidence in Jamjoom Fashion, but also in the strength and future potential of the Saudi homegrown brands and retail sector in the Kingdom of Saudi Arabia and the wider GCC region.”



Highlights of the Offering

- The Final Offer Price is SAR 145.0 per share.
- The total size of the Offering is SAR 346 million (USD 92 million), implying a market capitalization of the Company at listing of SAR 1,152 million (USD 307 million).
- The Offer Shares will be listed and traded on the Parallel Market (Nomu) of the Saudi Exchange (“Nomu” or the “Parallel Market”) following the completion of the listing formalities with the Saudi Exchange.
- The Offering consisted of 2,384,340 Offer Shares, representing 30% of the Company’s issued share capital.
- The Company is 100% owned by Kamal Osman Jamjoom Trading Company (the “Selling Shareholder”), and the Offering was through the sale of a portion of KOJ Trading’s shares.
- Following the Offering, the Selling Shareholder will continue to hold the majority of shares equating to 70% ownership interest in the Company’s share capital.
- The Selling Shareholder is subject to a 12-month lock-up period from the commencement of trading of the Company’s shares on the Exchange, during which it may not dispose of any of its shares. After the lock-up period, it may dispose of its shares without the CMA’s approval.
- Today’s final allocation for the Offer Shares has also been determined at the discretion of the Financial Advisor and in consultation with the Company. The surplus will be refunded no later than 11 September 2025G, and there will be no commissions or deductions from the Lead Manager or the Receiving Agents.
- With respect to the Offering, the Company appointed EFG Hermes KSA as financial advisor (“Financial Advisor”) and lead manager (“Lead Manager”).
- Al Rajhi Capital, SNB Capital Company, Saudi Fransi Capital, Riyadh Capital, Al Bilad Investment, Al Jazira Capital, Investment Securities and Brokerage Company, Derayah Financial, Alinma Capital, Arab National Bank Financial, Yaqeen Capital, Alkhabeer Capital, Al-Awwal Investment (SAB Invest), Saham Capital Financial Company, GIB Capital, EFG Hermes KSA, Musharaka Capital, and Awaed Alosool Capital act as Receiving Agents (collectively, the “Receiving Agents”) for Qualified Investors.

Transaction Timeline:

Refund of Excess Monies (if any)	11 September 2025G
Start of Trading	Trading of the Company’s shares on the Saudi Exchange is expected to commence after all relevant regulatory requirements are satisfied. Trading will be announced on the Saudi Exchange’s website (www. saudiexchange.sa).

For more information about the IPO, visit www.jamjoomfashion.com/ipo

-Ends-

Financial Advisor and Lead Manager

EFG Hermes KSA

Saud Altassan

contact-ksa@efg-hermes.com

Communications Advisor

Brunswick Group

Celine Aswad
Mohannad Anabtawi
Jamjoomfashion@brunswickgroup.com

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This announcement has been published in accordance with the Rules on the Offer of Securities and Continuing Obligations (referred to hereinafter as the “Offering Rules”) issued by the Board of the CMA. It does not constitute any binding commitment to sell, purchase, or subscribe to the Offering shares. The purpose of the information contained in this announcement is solely to present background information about the Offering, and this announcement shall not be considered an offer, invitation, or a basis for making a subscription decision, nor a substitute for reviewing the Prospectus. The entire content is subject to the Prospectus, which shall prevail in the event of any discrepancy. Investors may only subscribe to the Offering shares referred to in this announcement based on the Arabic-language Prospectus approved by the CMA and issued by the Company. In accordance with the Offering Rules, copies of the Prospectus will be made available through publication on the Company’s website (www.jamjoomfashion.com/ipo), the CMA’s website (www.cma.org.sa), the Saudi Exchange website (www.saudiexchange.sa), and the Financial Advisor’s website (www.efghermesksa.com).

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There is no guarantee that the Offering will complete. 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 independent licensed capital market institution 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 other advisors nor any of their 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 or its affiliates, 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 or as an agent and in that capacity may retain, purchase, sell, offer to sell for their own accounts or for the their clients’ accounts such Offer Shares and other securities of the Company or related investments in connection with the Offering or otherwise. 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.

This announcement was prepared in both Arabic and English. In case of discrepancy, the Arabic language shall prevail.