



مهيار *Nayomi*

جمجوم فاشن
JAMJOOM FASHION



** THE INFORMATION CONTAINED IN THIS ANNOUNCEMENT IS RESTRICTED AND IS NOT FOR PUBLICATION, DISTRIBUTION OR RELEASE, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES OF AMERICA, CANADA, JAPAN, AUSTRALIA, SOUTH AFRICA OR ANY OTHER JURISDICTION WHERE TO DO SO WOULD BE UNLAWFUL OR WOULD REQUIRE REGISTRATION OF SECURITIES OR OTHER MEASURES **



Jamjoom Fashion
successfully lists on Nomu
– Parallel Market of the
Saudi Exchange

This announcement is not a prospectus and does not constitute an offer to sell or a solicitation of an offer to buy nor shall there be any sale or subscription of any securities of Jamjoom Fashion Trading Company 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 such jurisdiction. 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 or subscribe in shares pursuant to the Offering (as defined below) is considered made pursuant to, and any investor should make his investment decision solely on the basis of the information that is contained in, the Arabic language prospectus prepared by Jamjoom Fashion Trading Company. Copies of the prospectus will be available on the websites of the Company (www.jamjoomfashion.com/ipo), the Capital Market Authority (www.cma.org.sa), the Saudi Exchange (www.saudiexchange.sa), and the Financial Advisor (www.efghermesksa.com).

PRESS RELEASE



Jamjoom Fashion successfully lists on Nomu – Parallel Market of the Saudi Exchange

Riyadh, Kingdom of Saudi Arabia – 21 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, announced the successful listing of its ordinary shares on the Parallel Market (Nomu) of the Saudi Exchange, under the trading symbol 9649 and ISIN Code SA16CI8KMOH3, following the completion of its initial public offering (“IPO”).

The IPO comprised 2,384,340 ordinary shares, representing 30% of the Company’s share capital, offered to Qualified Investors. The final offer price was set at SAR 145 per share, raising gross proceeds of SAR 346 million and implying a market capitalization at listing of SAR 1,152 million.

Kamal Osman Jamjoom, Founder and Chairman of Jamjoom Fashion, said: “Today marks a proud new chapter in Jamjoom Fashion’s journey as we debut on Nomu – Parallel Market. From our beginnings with a single Nayomi store in 1992 to becoming one of Saudi Arabia’s leading multi-brand fashion and lifestyle groups with a growing presence across the GCC and ambitions for new markets, our story has been built on ambition, commitment, and innovation.

As a publicly listed company on one of the world’s leading exchanges, we now have access to a broad and sophisticated investor base that will be long-term partners in our next phase of growth. This milestone also reflects our contribution to Vision 2030 – by building homegrown champions, nurturing Saudi talent, and celebrating our culture through world-class fashion and lifestyle concepts.

On behalf of the Board, I warmly welcome our new shareholders and extend our sincere gratitude to the Saudi Exchange for providing a dynamic platform like Nomu, which enables us to take Jamjoom Fashion to even greater heights.”

Founded in the Kingdom of Saudi Arabia, Jamjoom Fashion has grown into one of the region’s most recognized apparel and lifestyle groups. Its flagship brands include Nayomi, the region’s homegrown women’s intimate apparel and night-wear brand, and Mihyar, the first true “head-to-toe” national brand for Saudi men’s ready-to-wear thobes, both of which have built strong customer trust and loyalty across the GCC.

With respect to the Offering, the Company appointed EFG Hermes KSA as financial advisor and 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.

-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

Legal Disclaimer

The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed by any person for any purpose on the information contained in this announcement or its accuracy, fairness or completeness. The information in this announcement is subject to change. Neither the Company nor the Financial Advisor or other advisers or their respective affiliates undertake to provide the recipient of this announcement with any additional information, or to update this announcement or to correct any inaccuracies, and the distribution of this announcement shall not be deemed to be any form of commitment on the part of the Company or the Financial Advisor to proceed with the Offering or any transaction or arrangement referred to therein. The contents of this announcement are not to be construed as legal, financial or tax advice.

The distribution of this announcement may be restricted by law in certain jurisdictions and persons who receive it or into whose possession any document or other information referred to herein comes should inform themselves about and observe any such restriction. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

This announcement does not constitute an offer to sell or a solicitation to buy the offering shares referred to herein by any person in the United States of America, Canada, Japan, Australia, South Africa, or any

jurisdiction where such offer or solicitation would be unlawful or would require registration or any other procedures. The offer and sale of the offering shares referred to in this announcement have not been and will not be registered under the applicable securities laws of any jurisdiction, except in the Kingdom of Saudi Arabia.

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).

The Capital Market Authority and the Saudi Stock Exchange Company take no responsibility for the contents of this disclosure, make no 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 disclosure

This announcement contains forward-looking statements or statements that may be considered as such. These forward-looking statements can be identified by the use of terminology that refers to the future, such as “intends,” “estimates,” “believes,” “may,” “will,” “should,” “expected,” “plans,” “might,” “likely,” “projects,” “forecast,” “seeks,” “ought to,” “shall,” or the negative forms of these terms, their alternatives, or similar expressions, or when referring to strategy, plans, objectives, events, or future goals. Any forward-looking statements reflect the Company’s current view regarding future events and are subject to risks related to future events, as well as other risks, uncertainties, and assumptions related to the Company’s business, operating results, financial position, liquidity, future prospects, or strategies. Many factors could cause actual results to differ materially from those expressed or implied in the Company’s forward-looking statements, including, among others, risks related to the Company and its operations, developments in economic and industry conditions, and the impact of economic, political, and social developments in the Kingdom or other jurisdictions where the Company operates or deals with suppliers in. For more details, please refer to the prospectus. Forward-looking statements speak only as of the date they are made, and the Company, the Financial Advisor, the Company’s advisors, and each of the forgoing’s affiliates expressly disclaim any obligation or undertaking to update, revise, or amend 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 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.

