



مهيار *Nayomi*

جمجوم فاشن
JAMJOOM FASHION



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Jamjoom Fashion Announces the IPO Price Range and Commencement of Offering Period



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PRESS RELEASE



Jamjoom Fashion Announces the IPO Price Range and Commencement of Offering Period

Riyadh, Kingdom of Saudi Arabia – 01 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 price range for its initial public offering (the “IPO” or “Offering”) and the start of the offering period for Qualified Investors.

The price range for the Offering has been set between SAR 140 – 145 per share (the “Price Range”). This implies an offering size between SAR 334 million (USD 89 million) and SAR 346 million (USD 92 million), implying a total market capitalization at listing between SAR 1,113 million (USD 297 million) and SAR 1,152 million (USD 307 million). The offering period commences today, 01 September 2025G and ends by close of business on 04 September 2025G.

Highlights of the Offering

- The Offer Shares will be listed and traded on the Parallel Market (Nomu) of the Saudi Exchange (“Nomu” or the “Parallel Market”) following, and subject to, the completion of the Offering and listing formalities with the CMA and the Saudi Exchange.
- The Offering consists 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” or “KOJ Trading”), and the Offering will be 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.
- The Offer Shares will only be offered to Qualified Investors, according to the definition of Qualified Investor in the CMA Glossary and as defined in the prospectus of the Offering.
- The minimum number of shares for subscription is 10 shares for each Qualified Investor, noting that the maximum subscription is 396,595 shares for each Qualified Investor.
- The last day to receive subscription applications and the payment of subscription money is Thursday 04 September 2025.
- The final allocation for the Offer Shares will be announced no later than on 09 September 2025G (the "Allocation Date"), and the surplus will be refunded within two Business Days from the Allocation Date, and there will be no commissions or deductions from the Lead Manager or the Receiving Agents, and the surplus will be refunded no later than on 11 September 2025G. The allocation of Offer Shares will be determined at the discretion of the Financial Advisor in consultation with the Company.
- 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:

Offering Period Ends	04 September 2025G
Allocation of Shares	09 September 2025G
Refund of Excess Monies (if any)	11 September 2025G

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-

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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).

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



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

