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NICE ONE



Rooted in Beauty Growing with Your Trust

Nice One
Annual Report
2025G

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Rooted in Beauty, Growing with your Trust

As competition intensifies in a constantly evolving market, "Nice One" adopts a flexible strategy to accurately understand customer preferences and trends, ensuring beauty is delivered in innovative ways that exceed expectations. "Nice One" understands that staying ahead requires reliability, preparedness, and continuous research. From the very beginning, we never presented "Nice One" as merely a business platform, but rather as a partner on the journey of excellence for all who seek it. We deeply understand that beauty is a language of communication, a living culture, and an integral part of our daily lives—this understanding forms the core of our work in providing the best related products and services.

Today, as we turn the page on the challenging year of 2025G, we are not merely documenting a past phase, but rather affirming that we are "rooted in beauty" Our roots are deep in this sector, built on a precise understanding of the market and the aspirations of our clients, supported by an integrated operational system that enables us to continue leading.

Our expertise stems not only from our market presence but also from our genuine connection with our customers. We understand their preferences, monitor their evolving tastes, and anticipate their aspirations by developing exclusive brands and enhancing our services to align with their lifestyles. Over time, we have become more than just a shopping destination; we have become an integral part of their daily lives and identity.

Today, we stand on solid ground, bolstered by years of continuous experience, and are confidently moving toward promising opportunities in the region's markets. We believe that a well-established entity, supported by the trust of its clients, is best positioned for sustainable growth and contribution, remaining a source of value for its partners in success.

We are also "growing with your trust", a phrase that encapsulates the essence of our current phase and our future vision. The trust you have placed in us, demonstrated by the success of our IPO and listing on the Saudi Stock Exchange, has been transformed into tangible projects led by a team that believes in their value and impact.

Every expansion, every new investment, and every development in our services or exclusive brands has stemmed from this trust. It is the foundation upon which we stand, the driving force that propels us steadily and with a clear vision toward broader horizons.

2025G in Brief

While the digital world was reshaping its map, "Nice One" charted a different course for growth, measured not only by its geographical reach, but by the depth of the impact we make on each customer's experience, and by the value we add to the career of each national talent within our large family.

1- Growth Driven by Broader Digital Intelligence

Throughout 2025G, "Nice One" continued to invest in developing its technological infrastructure by automating pricing and enhancing its AI-powered forecasting systems. This directly resulted in improved inventory management accuracy, increased operational efficiency, and enhanced customer satisfaction. Furthermore, it led to significant growth in order volume, particularly in the Western Region, compared to previous periods, confirming the success of its rapid customer access strategy.

The company's performance is supported by the positive growth prospects of the cosmetics and personal care sector in the Kingdom. Market research data conducted in 2023G indicates that the size of this sector is expected to grow from approximately SAR 60 billion in 2025G to nearly SAR 75 billion by 2028G, with a compound annual growth rate (CAGR) estimated at around 5%*.

The personal care category and the fragrance category represent the largest share of the total market, accounting for approximately 38% combined. Meanwhile, the e-commerce sector in this field is expected to experience rapid growth, with online sales projected to register a compound annual growth rate (CAGR) of nearly 8% during the period 2025G-2028G. This will support the increasing contribution of digital channels to reach approximately 23% of the total market by 2028G.

In this context, the company benefits from a growing customer base exceeding 6 million, with a strong female presence within this base. This enhances its ability to capitalize on the increasing shift towards e-commerce in the beauty and personal care sector. Furthermore, its enhanced capabilities in analyzing market trends and customer preferences support expansion with accurate data, indicators, and benchmarks.

2- Strategy and alignment with Vision 2030

In 2025G, "Nice One" underwent significant transformations following its listing on the Saudi Stock Exchange. We continued to accelerate our efforts to enhance governance and diversify our growth avenues, while maintaining our agility and leadership in the beauty and personal care sector.

Under our theme, "Rooted in Beauty, Growing with Your Trust", we continued to develop an integrated business model that combines a strong digital presence, efficient logistics infrastructure, and a well-planned expansion of sales channels. This aligns with the national transformation strategy and the goals of Vision 2030, fostering a digital economy and driving us toward greater credibility and stability.

3- Diversifying the Brand Portfolio and Enhancing Channel Integration

2025G witnessed a significant transformation in our brand portfolio. In the second quarter, "Nice One" acquired the "Option B brand", followed by the launch of "Tela", a brand specializing in bedding. This expansion allowed the company to transcend the boundaries of the beauty sector. Nine exclusive brands will be added to our portfolio this year.

In line with its omnichannel strategy, the company strengthened its physical presence. Its expansion plan, approved by the Board of Directors, aimed to reach 20 "Option B" outlets (in addition to the five existing branches prior to the acquisition) and five "Tela" stores by the end of the year. This expansion aims to enhance direct customer engagement, increase profit margins, and ensure sustainable returns through multiple sales channels that cater to consumers' diverse needs.

4- Operational and Logistical Efficiency

Faster Access... and Closer to the Customer

"Nice One" adopted a customer-centric strategy with the aim of improving customer experience and raising the efficiency of operational processes. In this context, the company opened its strategic warehouse in Jeddah during the third quarter of 2025G, which formed a pivotal station in the development of its logistics system and enabled it to move from relying on logistics service providers to operating its own fleet. This transformation contributed to a strategic step aimed at diversifying sources of income and strengthening its presence in new vital sectors

5- Expansion that Goes Beyond Digital Channels

In a move that complements its ongoing growth strategy, "Nice One" solidified its strategic vision in 2025G to deepen the reach of its exclusive brands within the local market.

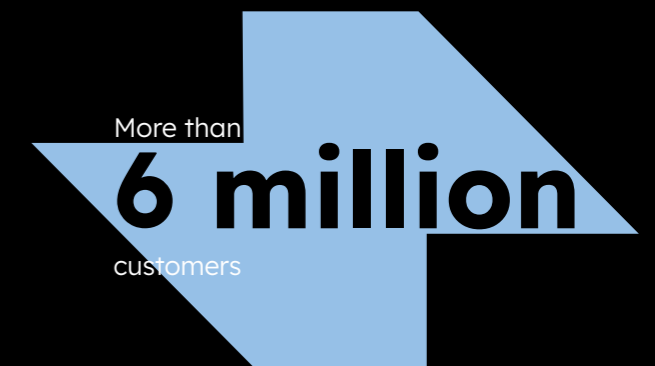
To ensure the sustainability of this expansion, the company directed its investments toward maximizing brand loyalty by adopting the latest advanced customer relationship management (CRM) technologies and comprehensively enhancing the customer experience, thus creating a strong and lasting connection that strengthens the brand's market value.

On the other hand, this year saw the launch of television advertising campaigns aimed at strengthening presence and building deeper engagement with the audience across multiple channels.

6- A home for National Talents:

At Nice One, we believe that true growth is that which benefits all stakeholders. Based on this, the company ended 2025G by achieving the Platinum category with a localization rate of 51%. The company is committed to governance and social responsibility standards by empowering national talents and promoting an inclusive work environment. It obtained the Mowamah Certificate - participant category as a supportive work environment for people with disabilities, as part of its efforts to promote an inclusive and balanced work environment.

Continuing this approach, the company launched the first edition of its "Tamkeen" program for recent graduates, which provides intensive six-month practical training. It also recruited approximately 50 promising trainees during its participation in the Industriathon conference at King Fahd University of Petroleum and Minerals, reflecting its commitment to investing in the next generation of national talent.



More than
6 million
customers

*Source: A study published by Redseer in 2024.

Board of Directors’ Statement

Dear shareholders, partners in success...

Peace, mercy and blessings of Allah be upon you,

The Board of Directors of “Nice One” is pleased to share with you its 2025G Annual Report, a year that marked a significant milestone in the company’s journey.

Years of building and development culminated in the listing of the company’s shares on the Saudi Stock Exchange (Tadawul). This transformation represents a strategic step that strengthens the company’s position and supports its progress towards a new phase of institutional growth, governance, and transparency.

“As we enter 2026G, the company is embarking on a new phase of development, focusing on leveraging digital technologies, particularly artificial intelligence, to enhance customer experience and deliver a more personalized shopping experience, while continuing to develop its logistics and operational systems.”

Our theme for this year, “Rooted in Beauty... Growing with Your Trust”, reflects our direction at this stage. Amidst the rapid changes in markets and consumer behavior, we have continued to develop our business model by combining digital channels with a physical presence within an omnichannel framework. This allows us to strengthen our market presence and provide a seamless customer experience.

In this context, the company has invested in developing its own brands and enhancing its operational and logistical capabilities. Furthermore, it has leveraged artificial intelligence technologies to automate pricing and analyze data, which has contributed to improving product margins and increasing the efficiency of business processes.

“Nice One” also benefited from the growth of the Saudi economy under Vision 2030, where the beauty and personal care sector is experiencing rapid development driven by changing consumption patterns and rising demand for quality-of-life products.

On the operational front, the opening of the new Jeddah warehouse contributed to enhancing the efficiency of distribution operations in the Western Region and improving speed of access to customers. The company also continued to invest in human capital and technology, recognizing the role of national talent and advanced technologies in supporting business development.

The Board of Directors is proud of the company’s achievement of the “Mowaamah” certification, which reflects Nice One’s commitment to providing an inclusive work environment that supports the participation of all employees, in addition to the company’s continued high Saudization rates.

With the company’s listing on the stock exchange, the Board of Directors continues to strengthen corporate governance practices to ensure the protection of shareholder rights and enhance transparency and compliance with applicable regulations. The company’s investment decisions are based on thorough studies aimed at striking the balance between strategic expansion and maximizing long-term shareholder value.

Despite the challenges facing global markets, whether related to supply chains or increasing competition in the e-commerce sector, Nice One’s business model, based on advanced data analytics, operational efficiency, and product diversity, enables the company to adapt to these changes and capitalize on available opportunities.

As we enter 2026G, the company is embarking on a new phase of development, focusing on leveraging digital technologies, particularly artificial intelligence, to enhance customer experience and deliver a more personalized shopping experience, while continuing to develop its logistics and operational systems.

In conclusion, we extend our sincere thanks and appreciation to the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, and His Royal Highness Crown Prince Mohammed bin Salman bin Abdulaziz, Prime Minister - may Allah protect them - for the support and empowerment they provide to the private sector.

We also thank the Capital Market Authority and the Ministry of Commerce for their role in supporting the business environment, and our valued shareholders for their continued trust. We further appreciate the efforts of the executive management and all “Nice One” employees who contributed to achieving these accomplishments.

We invoke the Almighty for success in continuing the company’s journey and fulfilling the aspirations of its shareholders.

CEO's Statement



Omar bin Ali Al-Olayan,

Chief Executive Officer

“Despite the competition, the company managed to maintain its market share by achieving sales of SAR 1,016 billion, compared to SAR 1,003 billion in the previous year.”

Dear Shareholders,

Peace, mercy, and blessings of Allah be upon you.

It gives me immense pleasure to share with you Nice One's 2025G Annual Report, under the motto "Rooted in Beauty, Growing with Your Trust." When we talk about the results of 2025G, we are not only talking about the year of our listing on the stock exchange, but also about a year of "operational transformation" and a pivotal stage that opened wider horizons for us to achieve our future ambitions.

It was a year in which we focused on consolidating our sales levels above the one billion Saudi Riyal mark, while carefully balancing the preservation of our market share in an environment characterized by intense price competition with prudent investment in the company's future. Despite the challenges and inherent pressures on profit margins resulting from expansion and store opening costs, we successfully built a more resilient business model, culminating in the elimination of all debt from our balance sheet. This strengthens our capacity for sustainable growth and our strict financial discipline.

In this context, we made a strategic decision to transition our exclusive brands from a purely digital presence to physical distribution channels. We understand that customer relationships are built not only through a platform but also through a holistic experience. During the year, we completed the opening of 20 "Option B" retail outlets, in addition to our existing 5 branches, and opened 5 "Tella stores". This move empowers our exclusive brands, enhances quality and cost control, and contributes to improved profit margins and diversified revenue streams.

CEO's Statement (Cont.)

Delivery Speed

Recognizing that responsiveness is crucial for customer loyalty in the e-commerce world, we inaugurated our new warehouse in Jeddah in August 2025G. This logistical investment was more than just adding storage space; it was the catalyst that enabled us to accelerate delivery services in the Western Region. The results clearly demonstrated the impact of this decision, underscoring the pivotal role of last-mile delivery in supply chain efficiency and customer experience.

This logistical efficiency is complemented by the automated main warehouse in Riyadh, reducing operational waste and contributing to lower carbon emissions. This balances logistical speed with environmental responsibility, a cornerstone of our sustainability approach.

Results and Figures

Financially, the company's revenues continued their upward trajectory, exceeding the one billion Saudi Riyal mark and reaching SAR 1.016 billion, compared to SAR 1.003 billion in the previous year. This revenue stability reflects the company's ability to maintain its market share and broad customer base in a highly competitive environment.

This systematic application of data contributed to higher conversion rates and more accurate pricing and inventory management decisions. Consumer behavior analysis also revealed promising opportunities in new categories, most notably the "Vitamins and Nutritional Supplements" category, which saw significant sales growth compared to 2024G.

Throughout the year, we continued to leverage artificial intelligence, pricing automation, and data analytics to enhance operational efficiency and improve customer experience, building upon a database of over 6 million customers.

We crowned these efforts in 2025G by obtaining the "Mowaamah" certification for creating an ideal work environment. We also launched the "Tamkeen" program, which successfully attracted 50 promising national talents, reaffirming our belief that the company's sustainability begins with the continuous development of its human resources.

Our Human Capital

Behind these figures and indicators lies our true capital: an exceptional team. They are the real engine of this success. We are proud that our work environment has become a model of empowerment, as our employees represent the true capital of our company. We believe that investing in talent and empowering them to innovate and participate in decision-making reflects our commitment to sustainable growth and organizational excellence.

Today, Nice One boasts a complete infrastructure, superior technology, and promising brands, alongside ongoing innovation and continuous research. Our focus in the coming period will be on deepening our relationships with our customers and leveraging our data more effectively to provide a more accurate and convenient shopping experience. We will also continue our strategic geographic expansion and enhance service quality at all customer touchpoints.

Women are an active and essential part of this system, representing 43% of our total workforce. They contribute effectively to leading operations, developing products, and crafting exceptional customer experiences. Our teams are not only a source of ideas and creativity, but also the driving force that propels us toward new horizons of achievement and success.

Our transition to a publicly listed company reflects a higher level of responsibility and corporate discipline. We are committed to continuing to operate according to the highest standards of governance and transparency, with conscious risk management, and with well-considered investments in technology that enhance our operational efficiency and improve the quality of our decisions.

We aspire for Nice One to be the leader in the beauty and personal care sector, and to continue transforming challenges into practical opportunities, relying on our clear vision and alignment with the goals of the Kingdom's Vision 2030.

In conclusion, I extend my gratitude to our valued shareholders for their trust, to the Chairman and members of the Board of Directors for their support and guidance, and to our partners and all stakeholders. My deepest thanks go to the Nice One's team, who stand behind every achievement and embody daily the spirit of commitment and hard work.

We look forward to a new phase in which we consolidate our accomplishments and move confidently towards a wider horizon.



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“Nice One” at a Glance

With the launch of our journey in 2017G, we began as an online store with a clear ambition to develop the shopping experience in the beauty and personal care sector within the Kingdom of Saudi Arabia. Since the beginning, we have adopted innovative technological solutions that align with the objectives of the Kingdom’s Vision 2030, keeping in mind our contribution to the digitization of the sector and the transformation of digital innovation into a daily experience that serves our customers.

The company started as a sole proprietorship in Riyadh and quickly evolved into a publicly traded company listed on the Saudi Stock Exchange, where today it leads an integrated digital ecosystem serving millions of customers and bringing together hundreds of global brands under one digital umbrella.

We entered the e-commerce market with a vision focused on understanding the needs of the local customer and providing a digital experience that transcends the traditional online retail model. During our first year, we concentrated on building the essential technological infrastructure, developing operational processes, and establishing our logistical capabilities. As the shift towards digital shopping accelerated, so did the pace of innovation and the development of ideas. In 2021G, the company entered a new and more mature phase of its journey, characterized by expanding its product portfolio to include hundreds of brands, increasing the number of exclusive brands within the company, and making significant investments in express delivery services. In 2022G and 2023G, our operational and logistical capabilities were further enhanced through the development of our transportation fleet, the expansion of same-day delivery services, and an increase in warehouse capacity, all while simultaneously growing our customer base. 2023G also saw the launch of the company’s updated strategy, with a greater focus on exclusive brands and improving the efficiency of the business model, in preparation for the next phase of corporate growth.

The year 2024G marked a pivotal point in our journey, as we continued to diversify product categories, enhance automation levels in warehouses, and expand traditional sales channels, thereby strengthening the integration of digital and physical channels.

With the arrival of 2025G, which represented a pivotal stage in our corporate history, Nice One’s shares were listed on the Saudi Stock Exchange to begin a new chapter as a listed joint-stock company, based on an integrated digital business model, and operational and logistical capabilities that support future expansion and enhance its readiness to move to a higher level of governance, transparency, and corporate discipline, thereby enhancing the confidence of investors and stakeholders.



Vision

To be the customer’s first choice in the leading destination in beauty and personal care.



Mission

To provide an inspiring and exceptional shopping experience with diverse trendy products of high quality and competitive value.



Values

- Development
- Continuity
- Trust
- Innovation
- Collaboration





The Customer is Our Top Priority

At Nice One, we design our experiences with a 'customer first' approach, investing in artificial intelligence technologies to analyze shopper behavior and proactively understand their needs. As a culmination of our commitment to always be close to our customers, we successfully expanded our 24-hour delivery service to Jeddah in 2025G, leveraging the capabilities of our new strategic warehouse to enhance response times and ensure our customers receive their beauty products in record time.



Transparency is the Foundation of Trust

Following our listing on the Saudi Stock Exchange, transparency has become the official language that connects us with our shareholders. We are committed to the highest standards of disclosure and governance, and we believe that accurate data is the cornerstone of building lasting trust.



Our Employees are our True Capital

Our growth starts from within. At Nice One, we believe that a diverse and empowered team makes all the difference; therefore, we have invested in "empowering" national talent and created an inclusive and supportive work environment.



Operational Excellence... the Secret to our Agility

At "Nice One", speed is a deliberate efficiency with complete accuracy in every detail, from receiving the product in our warehouse until it reaches the customer, to ensure the sustainability of excellence in every "parcel" that leaves our centers.



Innovation is the Language of our Existence

In the world of e-commerce, stagnation is decline. Therefore, we adopt "continuous innovation" as a working methodology; whether in automating pricing or in developing exclusive brands such as "Option B" and "Tela" that redefine the standards of quality and value.



Growth and Development Journey

“Nice One” began its journey with the idea of making the beauty experience as personal and direct for every customer. Step by step, the idea grew, and the platform benefited from its customers’ experiences, gradually building its capabilities until the experience transformed into a comprehensive system.

Over time, the company expanded on a solid and deeply footed foundation, building a trusted brand and transitioning from a startup platform to a publicly traded digital company. This makes it better prepared for its next stages, confidently moving towards a future where value is created with a human touch and a long-term strategic vision.



2017G

- The company’s inception and establishment began with the launch of the “Nice One” app and website.
- Renting the company’s first warehouse, measuring 200 square meters.



2018G

- The company expanded its operations by leasing its second warehouse, spanning 1,000 square meters.
- It began developing its own brands, acquiring its first exclusive brand.
- The number of customers exceeded 100,000.



2019G

- The number of customers who downloaded the company’s app exceeded 2 million.
- The company expanded its warehouses to an area of 2,000 square meters.



2021G

- Nice One’s product portfolio has been expanded to include more than 500 brands.
- The number of the company’s own brands has increased to 6.
- Same-day delivery service has been launched in Riyadh.



2020G

- This year, the company underwent a significant upgrade to its systems infrastructure, resulting in increased customer capacity, enhanced security, and improved performance.
- Customer numbers exceeded 500,000.
- 871,000 orders were delivered, representing an annual increase of over 86%.



2022G

- Launching the company’s refrigerated transport fleet, comprising more than 30 vehicles within Riyadh.
- Exceeding 1.8 million customers.
- Establishing Bahr Al Muntajat Trading Company in Egypt to support and provide auxiliary services to the company.
- Expanding same-day delivery service to include the Eastern Province and Qassim regions.



2023G

- Expanding the number of brands the company distributes exclusively and is registered under its name to reach 12 brands.
- Launching the company’s new strategy to achieve and keep pace with the company’s growth objectives.
- Purchasing a warehouse with an area of more than 14,500 square meters.
- The number of downloads of the company’s application exceeded 8 million.
- Establishing “Nice One” for trading perfumes and cosmetics in the United Arab Emirates to support and provide services to the company.



2024G

- The company launched a new category of vitamins and nutritional supplements as part of its product expansion plan.
- It expanded its same-day delivery service to new areas across the Kingdom.
- It enhanced its customer loyalty program with an automatic enrollment feature, which helped increase average order value and repeat purchase rates.
- It opened a new warehouse in Riyadh during the fourth quarter of the year.
- It strengthened its marketing capabilities by expanding partnerships with leading brands.
- It invested in warehouse automation to improve the efficiency of its preparation and delivery processes.
- It continued to attract and develop talent through specialized training courses and programs.
- The company received the “Best Workplace” certification in recognition of its practices in improving the work environment and supporting employees.

2025G

A year of strategic transformation and welcoming the year with listing on the Stock Exchange

"Nice One" experienced a strategic turning point in 2025G, amidst significant transformations coinciding with its listing on the Saudi Stock Exchange on January 8, 2025G. This marked the beginning of the year with more advanced growth mechanisms and drivers.

The listing represented a strategic financial step and a launchpad towards an advanced stage of institutional growth, while maintaining a continuous focus on innovation, digital transformation, and infrastructure development. This year, the app surpassed 3 million downloads for the first time in the company's history, and we gained over 600,000 new customers, bringing our total customer base to over 6 million.

The company worked to enhance its portfolio of exclusive products by adding 900 new products and more than 9 exclusive brands, in addition to including "Option B" Perfumes in the "Nice One" products, as well as expanding distribution channels to keep pace with the growing market needs and meet customer expectations, and moving forward with the opening of 20 stores for the "Option B" brand and 5 stores for the "Tela" brand, which comes within the framework of the company's commitment to achieving sustainable growth that enhances its leading position in the e-commerce market for cosmetics and personal care.

Achievements of 2025G

- 01** Listing and commencement of trading of "Nice One" Beauty e-marketing company shares on the Main Market.
- 02** Opening a new warehouse in Jeddah in the third quarter of 2025G, with an area of 12,760 square meters.
- 03** Actual launch of the warehouse automation project.
- 04** Addition of over 9 exclusive brands.
- 05** Development of partner management and point-of-sale systems to enhance operational efficiency.
- 06** Same-day delivery rate reached 40%.
- 07** Fast delivery.
- 08** Addition of over 900 new products within the exclusive brands.

- 09** Expansion of same-day delivery coverage to new areas.
- 10** Achieving Platinum status in the Nitaqat program with a 51% success rate.
- 11** Accelerating the expansion of our brands to promote differentiation, strengthen customer loyalty, and maintain profit margins.
- 12** Launching the "Nice One" Empowerment" program to qualify and employ fresh Saudi graduates.
- 13** Acquisition of the "Option B" brand.
- 14** Receiving Mowaamah Certification as supportive work environment for people with disabilities.
- 15** Automating and developing pricing processes to enhance competitiveness and improve responsiveness to market changes while maintaining customer value.
- 16** Receiving certification for the International Standard for Information Security Management Systems.
- 17** Launching a delivery application for "Nice One" delivery drivers to improve delivery efficiency and quality.
- 18** Reviewing and improving supplier agreements to enhance cost efficiency, secure more favorable terms, and increase supply chain flexibility.
- 19** Expanding our retail outlets in several cities across the Kingdom, with the opening of 20 new "Option B" stores and kiosks, in addition to our existing 5 stores, and opening 5 new "Tela" stores.

Strategic Initiatives Aimed at Accelerating Profitable Growth

Enhancing the reach of the company's exclusive brands

Spread

The company achieved an increase in sales of exclusive brands, reaching 16.93% of total sales in 2025G.

option B

Expanding the "Option B" network by opening

20 stores and kiosks

in cities across the Kingdom.

Focusing on consumer needs and behaviors

Vitamins and Dietary Supplements

- Expansion and growth in the vitamins and dietary supplements category.

Product Diversification Strategy

- Market and basket analysis and product lineup development.

Warehouse and Delivery Service Expansion:

- Opening a new 12,760 m² warehouse in Jeddah during the third quarter of 2025G to support operations in the Western Region and improve delivery speed, and to expand the coverage of same-day delivery service to include new areas.

Investing in technology to remain competitive

Pricing automation

- Enabling the company to adjust prices, which greatly helped in increasing competitiveness, increasing the conversion rate and product margin, in order to provide the best options for the consumer.

AI-powered forecasting

- Launching a delivery app for "Nice One" couriers to improve delivery efficiency and quality.
- Integrating AI technologies into customer ticket processing to improve service speed and quality.
- Developing a machine learning-based inventory forecasting system to enhance planning and inventory accuracy.



Business Model

1-Key Strengths

Our integrated product portfolio

"Nice One" boasts a diverse product portfolio featuring a wide range of international and local brands, enabling it to offer a comprehensive shopping experience that caters to diverse tastes and needs. Through continuous innovation and strategic expansion, we have increased the number of local and international brands to over 900. The company is committed to providing exclusive and carefully selected products that keep pace with the latest trends in the beauty and personal care sector, thus strengthening its competitive position in the market.

Broad and sustainable strategic partnerships

"Nice One" relies on a robust network of suppliers and business partners to ensure the availability of products that meet the highest quality standards. The company also cultivates long-term strategic partnerships with global and local brands, enabling it to offer a wide range of premium products and enhancing its ability to respond efficiently and flexibly to evolving customer expectations.

Advanced logistics infrastructure

"Nice One" continues to invest in developing an integrated logistics infrastructure aimed at providing a superior shopping experience through efficient inventory management, modern warehouses, and a highly efficient distribution network. The company utilizes the latest technologies to ensure product availability and rapid order processing, thereby enhancing operational efficiency. It also supports express delivery services, including same-day delivery, which further strengthens service reliability and customer satisfaction.

Enhancing the customer experience through advanced CRM systems

We place customer satisfaction at the heart of our operational strategy, having moved from traditional approaches to investing in advanced customer relationship management (CRM) systems. These cutting-edge technologies allow us to gain a deep understanding and precise analysis of shopper behavior and preferences, enabling us to deliver personalized and proactive experiences that accurately meet their needs before they are even expressed. We are also committed to regularly measuring satisfaction metrics and translating customer feedback into tangible improvements that ensure sustained engagement with our platform and enhance customer lifetime value.

Developing competencies and innovation

"Nice One" places great emphasis on developing competencies and building internal capabilities by investing in advanced training programs aimed at raising performance levels and enhancing operational efficiency. The company also focuses on adopting artificial intelligence and data analytics technologies to support decision-making, improve customer experience, and foster corporate innovation.

2-Creating Value for Customers

At "Nice One", we strive to become the premier destination in the world of beauty and personal care, through a customer-centric experience that fosters loyalty and establishes the brand as a trusted and preferred choice in the market. Our commitment to creating this value is embodied through the following pillars:

Keeping up With Development

At Nice One, we are committed to providing a wide range of over 20,000 diverse beauty and personal care products, giving customers multiple options to meet their various needs. We also continuously add new brands and develop exclusive products, ensuring a fresh and evolving shopping experience that keeps pace with market trends.

Seamless Digital Experience

"Nice One" provides an easy-to-use digital shopping experience through its website and smartphone application, ensuring a smooth and seamless shopping journey with a focus on improving the user experience.

Transparency and accuracy of information

"Nice One" is committed to providing clear and accurate product information, including specifications, prices, and return and exchange policies, which fosters customer trust and helps them make informed purchasing decisions. Transparency is a fundamental element in building a reliable and sustainable shopping experience.

After-sales service

"Nice One" offers comprehensive after-sales services, including effective technical support and flexible exchange and return procedures, enhancing customer satisfaction and ensuring the continuity of the relationship. These services contribute to increased overall satisfaction and reinforce the company's image as a customer-centric platform.

3-Meeting the Aspirations of Stakeholders

“Nice One” aims to achieve a positive and sustainable economic impact by supporting local supply chains, promoting local content, and contributing to the growth of the e-commerce sector. This aligns with national development goals and reflects the company’s commitment to creating long-term value for its various stakeholders.

Customers

“Nice One” is committed to providing an integrated shopping experience that meets customer expectations, through the provision of high-quality products, continuous technical support, and advanced digital services that enhance ease of use and shopping convenience.

Suppliers and brands

“Nice One” believes in the importance of strategic partnerships with global and local suppliers and brands, enabling it to offer a wide range of premium products. The company also supports brands through advanced marketing platforms that contribute to enhancing their reach and expanding their customer base.

Employees

“Nice One” places the development of its human capital at the top of its priorities, and seeks to provide a work environment that stimulates innovation and excellence, through continuous development programs and the promotion of a high-performance culture, which positively impacts productivity and employee satisfaction.

Society and the environment

“Nice One” contributes to supporting the local economy by creating new job opportunities and collaborating with national brands, in addition to adopting sustainable practices that align with the Kingdom’s Vision 2030 objectives and enhance its commitment to social responsibility.

Shareholders and investors

“Nice One” adopts a sustainable growth strategy aimed at maximizing return on investment, through improving operational efficiency, expanding the product range, and investing in innovative digital solutions, thereby enhancing its competitiveness and consolidating its position as one of the leading e-commerce platforms in the beauty and personal care sector.



Strategy and Key Performance Indicators

Focus	Strategic Objective	Key Performance Indicators (KPIs)	Highlights of 2025G	Targets for 2026
Marketing Strategy	To become the premier destination in the world of beauty and personal care, through a customer-centric experience that fosters loyalty and establishes the brand as a trusted and preferred choice in the market.	<ul style="list-style-type: none"> Marketing expenditure percentage. Average number of orders per customer. Customer churn rate (one year). Number of new customers. Number of daily visits. 	<ul style="list-style-type: none"> Frequency of purchases: 2 orders per customer Maintaining a 24% customer churn rate Over 600,000 new customers, bringing the total number of customers to over 6 million since Nice One's Establishment App downloads exceeded 3 million for the first time this year, bringing the total number of downloads to over 14,000,000 since Nice One's launch Average daily visits: 380,000 	<ul style="list-style-type: none"> Enhancing marketing spending efficiency and improving the quality of customer visits. Increasing total customer of visits while maintaining efficient marketing performance. Boosting customer loyalty and improving retention rates. Strengthening brand presence and supporting sustainable organic growth.
Exclusive Brands	Developing our own brands and enhancing partnerships with global brands.	<ul style="list-style-type: none"> Percentage of exclusive brand sales out of total sales Number of new products from the exclusive brands 	<ul style="list-style-type: none"> Exclusive brands accounted for 16.90% of the total market share. Expansion of "Option B" and "Tela". Addition of more than 9 new brands. Addition of more than 900 new products. 	<ul style="list-style-type: none"> Continuously developing products and categories based on data analysis and understanding customers' changing desires and needs.
Providing Modern Products "Business Strategy"	Consolidating Nice One's position as a leading digital destination Continuing to offer the latest products to become the first choice in beauty and personal care in Saudi Arabia.	<ul style="list-style-type: none"> Revenue growth by category Inventory Turnover Rate Contribution of new categories to revenues Number of international brand products Product Availability Rate Profit margin ratio 	<ul style="list-style-type: none"> Expanding the product base Expanding the portfolio of local and international brands to include more than 20,000 products. Achieving a high product turnover rate Increasing product availability 	<ul style="list-style-type: none"> Expanding the portfolio of high-growth products Enhancing revenue diversification Strengthening and expanding partnerships with global brands Developing product diversification in line with evolving customer needs and market trends Establishing a competitive pricing policy to support growth and enhance customer value. Improving inventory management efficiency by increasing inventory turnover. Ensuring product availability to support customer experience and continued growth.



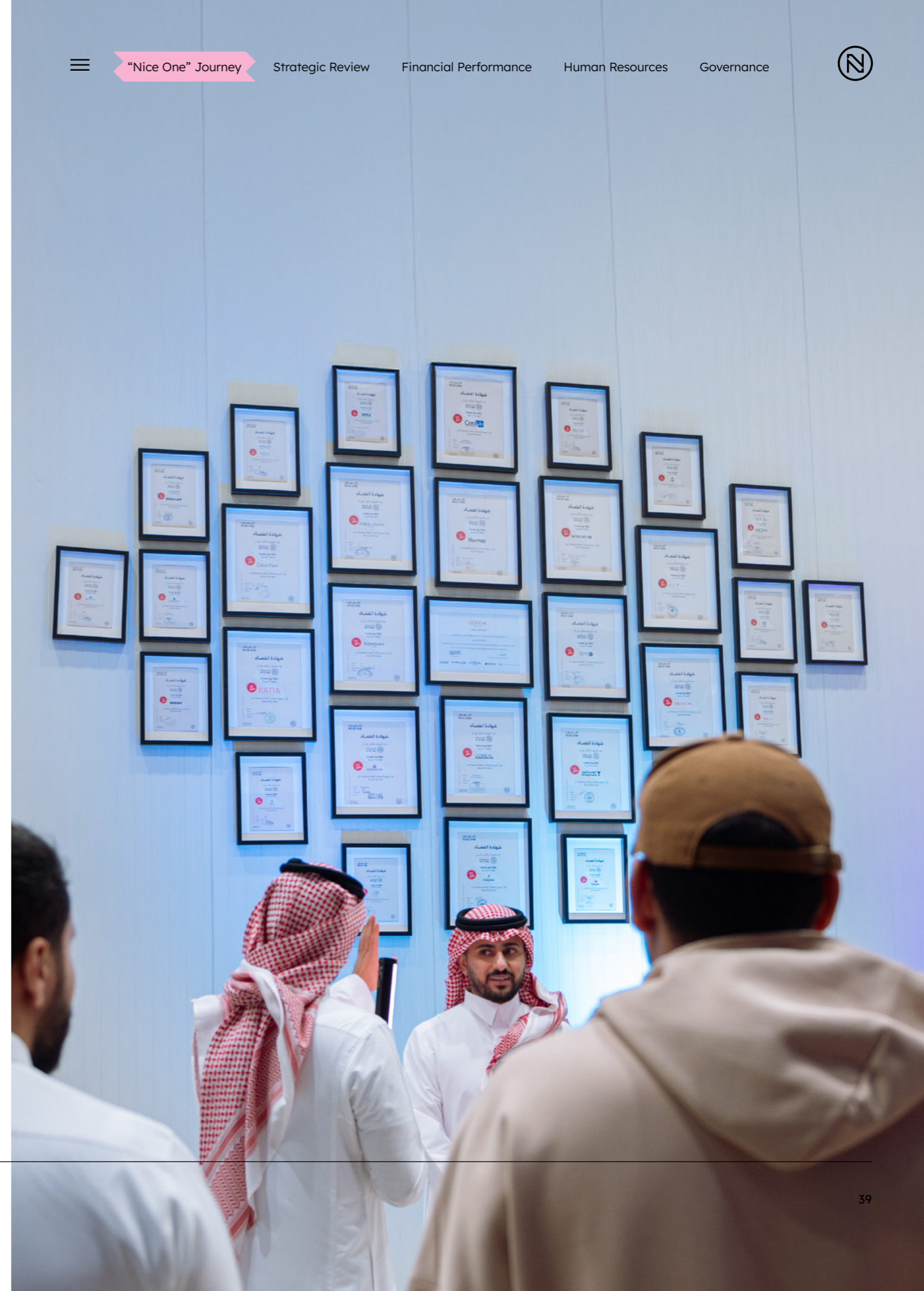
Focus	Strategic Objective	Key Performance Indicators (KPIs)	Highlights of 2025G	Targets for 2026
Establishing and Expanding Sales Channels	Opening stores in shopping centers and other traditional retail channels.	<ul style="list-style-type: none"> • Number of Stores and Kiosks 	<ul style="list-style-type: none"> • Opening of an Option B store and kiosk, and expansion into new cities, bringing the total number of stores to 25. • Opening of new "Tella" stores within traditional sales channels, bringing the total number of stores to 5. 	<ul style="list-style-type: none"> • Expanding direct sales channels through innovative digital interfaces that enhance the customer experience and increase interaction opportunities. • Opening new sales outlets in promising markets. • The company aims to open its first "Nice One" branch.
Artificial Intelligence and Innovation	Continuing to innovate technologically and develop our capabilities in employing artificial intelligence technologies, to become a leading digital data-driven company that fosters innovation and delivers outstanding customer experiences	-	<ul style="list-style-type: none"> • Automating pricing processes to enhance competitiveness and responsiveness to the market. • Developing partner management and point-of-sale systems to improve operational efficiency. • Launching a delivery application for "Nice One" delivery drivers to improve delivery efficiency and quality. • Integrating artificial intelligence technologies into customer ticket processing to improve service speed and quality. • Developing a machine learning-based inventory forecasting system to enhance planning and inventory accuracy. • Obtaining ISO/IEC 27001:2022 certification, the international standard for information security management systems. 	<ul style="list-style-type: none"> • Employing more artificial intelligence technologies in operational processes and customer service to enhance the user experience and improve interaction with users. • Enhancing the digital channel experience through more efficient recommendation systems and search engines. • Supporting strategic expansion by equipping the infrastructure and operating systems. • Strengthening cybersecurity to ensure business continuity and data protection.



Focus	Strategic Objective	Key Performance Indicators (KPIs)	Highlights of 2025G	Targets for 2026
Supply Chain Development	Enhancing supply chain efficiency through process automation and strategic expansion both locally and internationally	<ul style="list-style-type: none"> • Same-day delivery rate. • Jeddah warehouse opening. • Operating expense rate. 	<ul style="list-style-type: none"> • Opening a new warehouse in Jeddah during the third quarter of 2025G to support operations in the Western Region and improve delivery speed. • Operating the initial phase of the warehouse automation project to enhance operational efficiency. • Same-day delivery increased from 23% to 40%. • Express delivery • Expanding the cold chain network • Obtaining additional licenses from the Food and Drug Administration (SFDA) • Implementing the Total quality management system (TQM). 	<ul style="list-style-type: none"> • Full implementation of the warehouse automation project to enhance operational efficiency: • Expanding express delivery services to cover the entire Western Region from the Jeddah warehouse. • Improving operational efficiency by optimizing order costs, reducing shipping expenses, and increasing warehouse productivity. • Systematic expansion of operational areas to support geographic growth and enhance distribution efficiency.
Human Resources Department	Creating a leading organization in its field, supported by the best human talent and the highest standards of operational efficiency and professionalism.	<ul style="list-style-type: none"> • Performance measurement and management. • Employee training and development. • Employee satisfaction rate. • Saudization rate. • Female employment rate. 	<ul style="list-style-type: none"> • Achieving Platinum status in the Nitaqat program with a rate of 51%, reflecting the company's commitment to Saudization and retaining national talent. • Launching the "Nice One" Empowerment" program, aimed at training and attracting talented recent Saudi graduates, thus supporting the development of a future talent pool for the company. • Obtaining a Mowaamah Certificate as a supportive work environment for people with disabilities, reinforcing the principles of inclusion and social responsibility. • Participating in the Industriathon 2025G event at King Fahd University of Petroleum and Minerals, with the aim of attracting young talent and enhancing the company's presence in academic circles. 	<ul style="list-style-type: none"> • Enhancing the work environment by developing initiatives and programs that support the company's culture and corporate values, and improving the employee experience. • Improving the quality of recruitment by attracting qualified talent, developing selection mechanisms, and reducing employee turnover. • Implementing the development and training programs based on employee needs and linking them to strategic objectives to ensure continuous and sustainable skills development. • Supporting recent graduates by providing training and professional opportunities that contribute to their qualification and empowerment for integration into the labor market.

In 2025G, "Nice One" continued to implement its corporate strategy in a highly structured phase, in line with the company's listing on the Saudi Stock Exchange. This ambitious strategy is based on seven key pillars:

- 01** **Creating and expanding sales channels**
Opening stores in shopping malls and expanding across various traditional sales channels.
- 02** **Marketing strategy**
To become the premier destination in the world of beauty and personal care, through a customer-centric experience that enhances loyalty and establishes the brand's position as a trusted and preferred choice in the market.
- 03** **Exclusive Brands**
Developing our exclusive brands and strengthening partnerships with global brands.
- 04** **Trendy products**
Continuously offering the latest products to become the leading destination for beauty and personal care in Saudi Arabia.
- 05** **Supply Chain development**
Enhancing supply chain efficiency through process automation and strategic expansion both locally and internationally.
- 06** **Artificial Intelligence and innovation**
Continuing to innovate technologically and develop our capabilities in employing artificial intelligence technologies, to become a leading digital data-driven company that fosters innovation and delivers outstanding customer experiences.
- 07** **Human capabilities**
Creating a leading organization in its field, supported by the best human talent and the highest standards of operational efficiency and professionalism.



Key Performance Indicators: Measuring Value and Shaping the Future

"At Nice One, we don't just track numbers, we measure impact." Based on this principle, we adopt an integrated system of Key Performance Indicators (KPIs) that go beyond the financial dimension to include the efficiency of the operating model, customer satisfaction, and the sustainability of growth.

These indicators are distributed across four strategic dimensions that ensure accurate monitoring and continuous improvement:

1- Growth and Business Performance Indicators

In this dimension, we focus on revenue growth, market share expansion, and portfolio diversification:

- **Revenue Growth:** We achieved growth of 1.31%.
- **New Categories:** Consolidating the success of the vitamins and nutritional supplements category, which achieved good growth this year, in parallel with the qualitative expansion of the exclusive brand portfolio to enhance product diversity and meet consumer expectations.
- **Number of Products:** The company offers more than 20,000 diverse products in its portfolio, ensuring a wide range of products to meet all tastes and needs.
- **Gross Profit Margin:** Despite the recorded decline in the operating profit margin, this performance reflects a strategic transition aimed at strengthening the company's long-term competitiveness. This variation can be attributed to the following key factors:
 - **Significant investment in the marketing mix:** In 2025G, the company continued to intensify its investments in sales and marketing activities amid an increasingly competitive environment, aiming to support customer acquisition, strengthen brand awareness, support exclusive brands, and maintain its market position across various distribution channels.
 - **Infrastructure development and digital transformation:** The increase in general and administrative expenses is attributed to the modernization of corporate systems and the recruitment of highly qualified personnel needed to manage new expansions. This aligns with the company's strategic transformation plan.
 - **Supply chain cost management:** The company faced pressure on the cost of sales due to global market volatility. However, it chose to absorb a portion of these costs rather than passing them on entirely to the consumer, in order to maintain its market share and broad customer base.

2- Customer Experience Indicators

Nice One's plan is to transform data into genuine loyalty through its advanced CRM system:

- **Conversion Rate:** We recorded an increase thanks to our pricing automation methodology and artificial intelligence.
- **Customer Lifetime Value (LTV):** Measuring the evolution of the shopping cart and purchase frequency based on behavioral analysis from the Advanced CRM system.
- **Purchase Frequency and Customers:** "Nice One" continues to strengthen its sustainable relationship with its customer base, which has exceeded 6 million registered customers since its inception. 2025G saw high operational dynamism, reflected in 1.7 million active customers who made actual purchases during the year. Acquisition strategies successfully attracted 600,000 new customers who joined the "Nice One" family for the first time, while maintaining an outstanding purchase frequency of two per customer, reflecting the high confidence in product quality and the ease of the digital experience.
- **App and Visitors:** The app surpassed 3 million downloads for the first time in 2025G and 14 million since the company's founding, with an average of over 380,000 daily visitors.
- **Customer Satisfaction Index:** Customer satisfaction reached 90%, reinforcing the strong relationship between "Nice One" and its customers.

3- Operational Efficiency Indicators

We measure the strength of our supply chains and our ability to deliver on our promises to customers:

- **Delivery Speed:** Measuring the impact of expanding our express delivery service in Jeddah, which boosted sales in the Western Region. The company's same-day delivery rate increased from 23% in 2024 to 40% in 2025G.
- **Warehouse Efficiency:** We launched the initial phase of our warehouse automation project to enhance operational efficiency. We also launched a delivery application for "Nice One" couriers to improve delivery efficiency and quality, in addition to monitoring productivity at the new Jeddah warehouse against operational targets.
- **Artificial Intelligence and Innovation:** We launched the first phase of our warehouse automation and pricing project to enhance competitiveness and responsiveness to the market. We also automated administrative processes, reducing operational costs and increasing execution speed. Furthermore, we integrated artificial intelligence technologies into customer ticket processing to improve service speed and quality.
- **Expansion and Operations:** A new warehouse was opened in Jeddah during the third quarter of 2025G to support operations in the Western Region and improve speed. Delivery. This includes expanding the cold chain network and obtaining additional licenses from the Food and Drug Administration (SFDA) while implementing a Total Quality Management (TQM) system.

4- Corporate Governance and Sustainability Indicators

Our commitment to the community and our employees is the benchmark of our corporate success:

- **Saudization Rate:** Maintaining stability within the Platinum range.
- **Women's Empowerment:** Achieving a 43% female workforce participation rate.
- **Occupational Safety:** Maintaining a Zero Lost-Time Injuries (LTAs) record across all operations centers.



Competitive Advantages

Despite the challenges it faced during the year, “Nice One” has achieved remarkable success. The company is based on a deep understanding of the local market and the beauty and personal care sector, and relies on a flexible and innovative business model in a rapidly evolving market. Today, “Nice One” possesses a unique set of competitive advantages that make it the first choice for both consumers and global brands, advantages that deliver sustainable and added value to all stakeholders.

Well-established sector that is constantly growing

The cosmetics and personal care sector in Saudi Arabia is a rapidly growing consumer sector, fueled by rising consumer spending and increasing interest in beauty and personal care products. According to market study data conducted in 2023, the size of this sector is expected to increase from approximately SAR 60 billion in 2025G to nearly SAR 75 billion by 2028G, with an estimated compound annual growth rate (CAGR) of around 5%. This growth encompasses various product categories, with the personal care and fragrance categories representing the largest share of the market, accounting for approximately 38% of the total market. Digital channels are also expected to experience rapid growth in the coming years, with online sales projected to grow at a CAGR of nearly 8% between 2025G and 2028G. This will further boost e-commerce’s contribution to the market, aiming to reach approximately 23% by 2028G.

Loyalty and Marketing Strategy

At Nice One, we boast a strong brand, a highly loyal customer base, and significant appeal. Our cashback loyalty program has been a resounding success this year, effectively motivating customers. Our core values—fast delivery, variety, competitiveness, customer focus, and after-sales support—have strengthened our position and boosted customer satisfaction to over 90% this year. Furthermore, our social media campaigns, such as “Ramadan 2025G,” have become interactive events, contributing to a surge in new customers. We gained 600,000 new customers in 2025G and over 2,300,000 new followers across social media platforms. The number of orders also increased to 3,800,000. This strongly indicates that our strategic partnerships with leading influencers and content creators provide us with a powerful reach, fostering trust and credibility with our audience.



Strong Financial Capabilities and Impressive Results

“Nice One” closed 2025G with financial results that reflected its ability to expand while maintaining its market share.

The year also saw a 1.31% increase in revenue, reaching SAR 1,016.7 million, compared to SAR 1,003.5 million in 2024G. This sales growth is attributed to the company’s successful strategy of acquiring new customers and launching exclusive brands, which effectively attracted diverse consumer segments and improved customer retention rates.

Despite increased operating costs that impacted profit margins, this rise was driven by the requirements of the company’s ambitious expansion phase, including the opening of new retail stores, intensified marketing campaigns, and the recruitment of highly qualified personnel to support and expand operations. These strategic investments have led to increased order volume and continued growth in exclusive brands, putting the company in a strong competitive position to achieve sustainable profitability in the future. The increase in operating costs and higher marketing expenses led to a decline in net profit in 2025G, reaching SAR 2.98 million.

Digital Leadership and Proactive Intelligence

“Nice One” transformed its online platform into an advanced data center thanks to AI systems integrated across all company operations. This enhanced its execution capabilities by predicting market trends and customer preferences before they occur, thus minimizing inventory stagnation and ensuring the availability of the most in-demand products.

Furthermore, these capabilities contributed to a personalized customer experience, with conversion rates increasing due to automated pricing and customized offers based on actual consumer behavior. The company’s app also witnessed widespread adoption, with over 3 million downloads in 2025G, bringing the total number of “Nice One” app downloads to over 14 million since its inception. It also received a 4.6 out of 5-star rating on both the Apple and Google app stores.

Exclusive Products and the Ability to Innovate

- “Nice One” prioritizes innovation in developing exclusive products as a strategic objective. This represents a qualitative leap in enhancing the company’s competitive advantage and meeting the growing expectations of customers in the Saudi market.
- Expanding the company’s portfolio of exclusive brands has contributed to tangible financial gains. These products achieve profit margins exceeding those of their competitors. This approach not only improves profitability but also gives the company superior control over quality levels and pricing structures, ensuring genuine added value for the end consumer.
- “Nice One” employs a sophisticated operating model based on managing the entire value chain, from design, innovation, and manufacturing to logistics that ensures the product reaches the customer. This vertical integration allows us to offer products with global quality standards at competitive prices suitable for all segments of society, enhancing the company’s flexibility in adapting to market changes and ensuring sustainable growth.

Logistical Strength and the “Last Mile”

While others rely on traditional shipping companies, at “Nice One” today we have our own fleet and strategic warehouses, where speed has become a key standard. We have activated express delivery service from our warehouse in Jeddah, making us the fastest, and this has been reflected in the growth of sales in the region, reducing operating costs and enhancing profit margins.



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Brand identity and its Evolution

Journey of Harmony and Digital Leadership

Since its establishment in 2017G, Nice One, has worked to build a digital brand based on understanding the needs of the local market and providing an integrated shopping experience in the online beauty and personal care sector as one of the most influential market forces in the region. With the acceleration of digital transformation in the Kingdom, we continued to develop our technological platform and enhance our operational capabilities in line with the objectives of the Kingdom's Vision 2030, focusing on product diversity, service quality, and supporting our logistics system.

Over the years, our brand identity has evolved in tandem with our digital platform, with the "Nice One" app becoming a key channel for customer interaction. In 2025G, the app was downloaded nearly 3 million times and maintained a high rating of 4.6 on both the Apple App Store and Google Play.

This system is not solely reliant on technology. It is built on a robust technological infrastructure supported by a massive database of over 6 million customers, giving us a deeper understanding of shopper preferences, more accurate analysis of purchasing patterns, and enabling us to respond more flexibly to market changes.

We also support the development of our brand with advanced digital marketing capabilities led by a specialized team of young national talents. Our marketing campaigns during 2025G contributed to enhancing the platform's presence and increasing customer interaction with it. This was reflected in the operational indicators by achieving a qualitative increase in the conversion rate, which grew compared to the previous year, confirming the efficiency of our marketing strategy and its ability to convert interaction with the platform into actual purchases.



More than
14 million
app downloads since launch

More than
6 million
customers

Our Brand and Product Portfolio

Where Passion Meets Innovation

“Nice One” has gone beyond being a digital interface, as it has transformed into an integrated system that offers an advanced experience in the beauty and personal care sector. We have worked on building this system by combining advanced technology, product diversity, and operational service efficiency, enabling us to provide an integrated shopping experience based on a variety of options, product quality, and speed of access to customers.

We offer our customers a wide range of products through our digital platform, which features over 20,000 diverse items. In 2025G, we added more than 900 new exclusive products to our portfolio, along with expanding our selection of exclusive brands, further enhancing the variety of choices available to our customers. This diverse range is the result of strong strategic partnerships with over 900 carefully selected international and local brands, chosen to meet all customer expectations.



Our Legacy and the Essence of our Distinction

Making a difference is a deeply ingrained culture at Nice One. Based on this approach, we have developed a portfolio of exclusive brands to offer world-class products at competitive prices. This strategy resulted in significant growth during 2025G, with these brands contributing to increased product margins and solidifying our market position. They also fostered customer loyalty and enhanced competitiveness by offering products and services not available in the local market, catering to the needs of “Nice One” customers and clearly differentiating us from our competitors. This portfolio includes distinctive brands such as Nice One, Aroob, and Beauties, along with the qualitative expansion witnessed in this category during 2025G, reflecting our customers’ growing confidence in our exclusive products.

Beauty and Care Spectrum:

Our product range covers four key areas that work together to deliver a unique experience:



Cosmetics

Range of products from the latest makeup innovations to contact lenses, where we offer one of the most prominent collections in the local market.



Fragrances

An aromatic journey spanning international and luxury niche perfumes, as well as home fragrances that add warmth to any space, alongside our exclusive brands.



Personal Care and Devices

Comprehensive solutions for skin and hair care, supported by the latest advanced beauty devices.



New Horizons

In 2024G, we expanded our focus to include general health products, and in 2025G, the “Vitamins and Nutritional Supplements” category achieved significant growth.



Business and Operations Overview

Storage and operational space
(Riyadh and Jeddah Warehouses)

26,341 m²

Average daily platform visits
Over

380,000 daily visits

Total number of orders fulfilled in 2025G
Over

3.8 million orders

Total app downloads since launch
Over

14 million downloads

Registered customer base since establishment
More than

6 million customers

Customer satisfaction rate
Over

90%

Social media presence
Over

2,300,000 followers

App rating (Apple App Store and Google Play)

4.6

Efficiency Beyond Limits

At Nice One, we employ a unique operating model that utilizes cutting-edge technologies supported by deep logistical expertise, enabling us to manage the supply chain with high efficiency. This system stems from our network of partnerships with over 900 global and local brands, delivering products to customers through an integrated distribution system focused on accuracy and speed of execution.

Operational Excellence and Logistics Capabilities

Our operational performance is based on a sophisticated logistics infrastructure led by our automated main warehouse in Riyadh. During 2025G, we strengthened this system by opening the new Jeddah warehouse in the third quarter. This strategic expansion enabled us to activate the express delivery service in the Western Region, which was directly reflected in the operational performance.

Logistics as a Risk Management Tool

In a volatile operating environment, we recognized that complete reliance on outsourcing carries strategic risks. Therefore, our investment in our own fleet and smart warehouses was a proactive step to mitigate supply chain risks, granting us greater seasonal flexibility, safeguarding our commitments to our customers from external disruptions, and transforming the logistical challenge into a competitive advantage for the company.

Business Performance in 2025G

Our operations continued to deliver positive results throughout 2025G, culminating in the efficient execution of 3.8 million orders by year-end. This performance was supported by the full implementation of the warehouse automation project and the expansion of our logistics capabilities. The Jeddah warehouse project achieved remarkable success and will play a vital role in the next phase. This was further enhanced by the opening of the new 12,760 square meter Jeddah warehouse in the third quarter.

The year also witnessed a significant transformation in our business portfolio through the expansion of our exclusive brands, solidifying Nice One's position as a leading integrated ecosystem in the digital beauty market.

"Nice One" further strengthened its position as a prominent digital platform in the beauty sector. 2025G saw an exceptional surge in the reach of its platforms, with total app downloads exceeding 3 million, reflecting the platform's high reliability and user-friendly experience.

This impact did not stop at the application level, but extended to form a vibrant community across social media spaces; where the company's channels attracted more than 2.3 million followers with an interactive platform led by a team of young national talents, who succeeded in transforming digital content into inspiring experiences that enhance loyalty and create trends in the world of beauty.

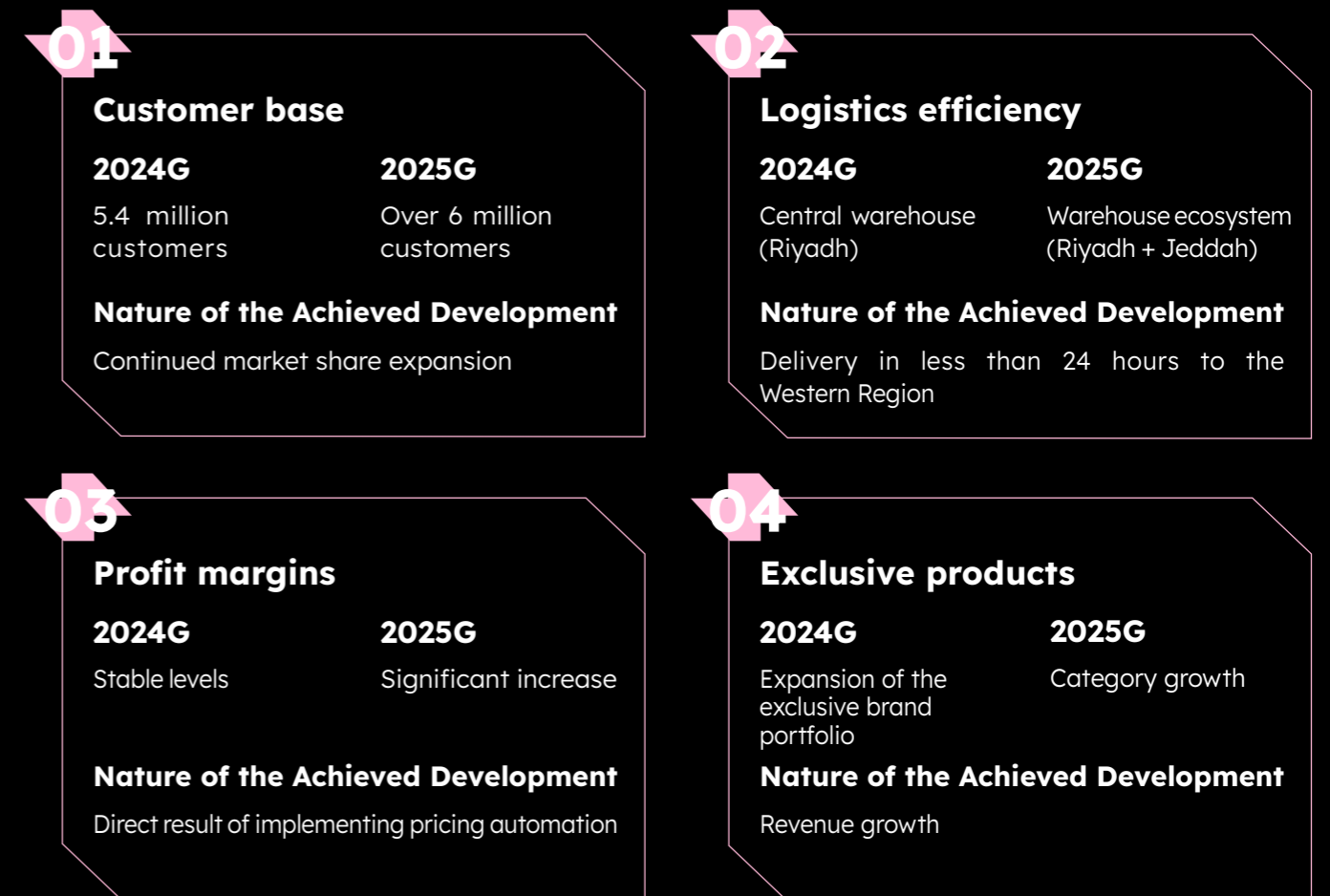
2025G was a year of transformation in delivery efficiency. Our strategic warehouse in Jeddah was the year's flagship project, serving the Western Region efficiently and effectively through automated means, including robots, cranes, and storage methods with complete temperature and humidity control via automated monitoring and sensing systems. It boasts the capacity to distribute hundreds of thousands of orders daily from over 20,000 products, all of which undergo pre- and post-storage inspection and adhere to the standards of the Saudi Food and Drug Authority and the highest quality and safety standards. The company successfully accelerated delivery in the Western Region, directly contributing to increased customer satisfaction and achieving growth rates in these areas exceeding those reliant on traditional shipping methods. This integration of digital efficiency and quality of life represents the core of Nice One's commitment to the goals of the National Vision.

Jeddah Warehouse: A Qualitative Leap and Logistical Transformation

2025G was a year of transformation in delivery efficiency. Our strategic warehouse in Jeddah was the most prominent project of the year, serving the Western Region efficiently and effectively through automated means, including robots, cranes, and storage methods with complete temperature and humidity control via automated monitoring and sensing systems. It boasts a massive capacity to distribute hundreds of thousands of daily orders from over 20,000 products, all of which undergo inspection before and after storage and adhere to

the standards of the Saudi Food and Drug Authority and the highest quality and safety standards. The company successfully accelerated the delivery process in the Western Region, which directly contributed to raising the customer satisfaction index and achieving growth in these areas that exceeded those reliant on traditional shipping. This connection between digital efficiency and quality of life represents the core of Nice One's commitment to the goals of the National Vision.

Strategic Performance Comparison



Future Aspirations

Looking ahead to 2026G, “Nice One” has an ambitious vision to strengthen its position in the region’s beauty and e-commerce sectors, based on a flexible operating model and a solid capital base. Our future plans focus on maximizing shareholder value through several key pillars:

Strategic Expansion and Footprint Growth

In 2026, the company aims to strengthen its local and regional presence and activate its strategic partnerships to increase its market share and improve operational efficiency in new markets.

In addition, it plans to expand into complementary sectors that meet customer needs and market trends, including the opening of the first physical “Nice One” branch.



Technological Innovation and Business Intelligence

2026 marks a significant milestone in enhancing the company’s digital presence by leveraging its technological assets:

Developing AI Solutions

The company’s AI solutions team in Cairo will intensify efforts to develop predictive systems for consumer behavior and enhance the user experience (UX/UI) to increase customer retention rates.

Comprehensive Automation

Continuing its comprehensive process automation, the company has successfully digitized its core workflows by 2025G. This includes automating order processing, real-time connectivity with supply chains, and automated financial systems, contributing to reduced wasted time and operational costs.

Human Capital and Talent Empowerment

We believe our success depends on the competence of our human resources. Therefore, we continue to invest in developing national talent and building a work environment that fosters innovation. Our priorities in this area include:

Empowering Women and Youth

Continuing to increase women’s representation, which has reached 43%, and enhancing the role of recent graduates through enhanced versions of the “Tamkeen” program.

Quality Localization

Maintaining the “Platinum” category (currently 51%) with a focus on localizing leadership and specialized technical positions in e-commerce.

Financial Efficiency and Governance

In 2026, the company aims to enhance its financial solvency through:

Improving Financial Performance

The company continues its firm commitment to maximizing shareholder value, having concluded 2025G with a net profit of SAR 2.98 million, despite the pressures imposed by the expenses of the strategic expansion phase during 2025G.

Commitment to Transparency

Continuing to apply the highest governance standards as a listed company, ensuring the protection of the rights of all shareholder groups and enhancing corporate confidence.

Our aspirations for 2026G are not just digital goals, but a commitment to transforming “Nice One” from an e-commerce platform into an “integrated digital platform” that leads the beauty market in the region with Saudi innovation and global standards.

Market Overview

Promising Market... and an Ambition That Meets the Vision

The beauty and personal care market in the Kingdom of Saudi Arabia is witnessing a fundamental transformation that coincides with the qualitative leaps of the national economy under the umbrella of the Kingdom’s Vision 2030, so that the beauty sector transcends traditional retail trade, to become a fundamental pillar in the digital economy system, supported by a young demographic base, and a high rate of internet penetration that is among the highest globally.

Consumer Behavior: From Purchase to Experience

The Saudi market has unique characteristics, and today’s consumer shows a greater interest in experience, personalization, and speed of service, along with increasing demand for health and personal care products. The market’s ability to absorb new segments confirms that growth prospects remain vast, especially with the integration of artificial intelligence technologies to enhance the selection experience.

Market Dynamics and Digital Leadership

Throughout 2025G, the e-commerce sector continued to capture an increasing share of total beauty sales in the Kingdom, driven by rapid digital transformation and changing consumer behavior. In this competitive landscape, “Nice One” successfully established itself by the end of the year as a leading force in the e-beauty sector, transforming from a shopping platform into a comprehensive lifestyle ecosystem. Through this transformation, “Nice One” was able to lead market trends and meet the aspirations of a broad customer base by innovating unprecedented technological and commercial solutions.

Multi-Strategy: Integrating the Real and Digital Worlds

Since its inception, “Nice One” has been driven by the firm belief that digital transformation is the primary engine for enhancing the shopping experience in the beauty sector. As consumer behavior continues to evolve, augmenting this digital experience through additional interaction points has become crucial for supporting a more seamless customer journey.



Operational Ecosystem and Supporting and Sustaining Success

At Nice One, we believe that a company’s strength lies not only in its products or technology, but also in an integrated operational system that efficiently manages its business and ensures continuous performance and development. From this perspective, the company’s various departments work seamlessly to support business growth and enhance competitiveness, in line with the goals of the Kingdom’s Vision 2030.

Our business model is based on a clear organizational framework where different departments are integrated to ensure efficient decision-making and improved execution across all company activities.

01 Commercial Affairs Department

The Commercial Affairs Department is responsible for financial planning, from estimating demand and translating it into sales and purchasing plans, to profit planning and inventory management. Its tasks also include preparing contractual and commercial frameworks, developing brand strategies, building strategic relationships with suppliers, and continuously seeking profitable opportunities.

03 Strategy Department

The Strategy Department is responsible for monitoring performance and achieving strategic objectives by exploring, reviewing, and managing business development opportunities, analyzing the investment portfolio, and implementing governance principles. These efforts contribute to achieving the company’s vision and mission, as the department relies on analyzing company data and studying market trends to identify opportunities that enhance competitiveness.

02 Human Resources and Administration

The responsibilities of the Human Resources and Administration Department includes workforce planning, recruitment and selection, training and development, performance management, compensation and benefits, and employee relations management. Human resources strategies are aligned with the company’s overall objectives to ensure the achievement of its vision and future aspirations.

04 Legal Affairs Department

The Legal Affairs Department provides legal counsel to the company and its various departments, ensuring that all actions and decisions comply with applicable regulations and bylaws. Its responsibilities include preparing and reviewing contracts and resolutions to guarantee the integrity of legal procedures and protect the company’s interests.

05 Information Technology Department

The Information Technology (IT) Department plays a vital role in supporting the company’s success by designing, developing, and maintaining integrated technology solutions that ensure smooth operations and enhance operational efficiency across all departments. The department also implements rigorous procedures to protect the IT infrastructure and works to provide technology solutions that support the needs of different departments by collecting and analyzing data to contribute to more effective decision-making.

06 Operations Department

The Operations Department oversees the operational and physical aspects of the company’s business, ensuring that customer needs are met with the highest levels of quality and efficiency. Operations encompass all stages from receiving orders to timely delivery to customers. The department also supports after-sales services and continuously strives to enhance the customer experience and improve quality and reliability.

07 Marketing Department

The Marketing Department is responsible for analyzing customer needs and behaviors, identifying target market segments, and setting clear and measurable marketing objectives. It also manages multi-channel marketing campaigns, including advertising, public relations, digital marketing, and social media. The department focuses on building long-term customer relationships by addressing their feedback and responding to their inquiries, as well as analyzing data to measure the impact of marketing activities and submitting regular reports to senior management.

08 Supply Chain Department

Supply chain management ensures the efficiency of procurement, warehousing, distribution, and quality control processes, supporting the company’s strategic objectives. Its responsibilities include providing packaging materials, guaranteeing product quality, and planning shipping and delivery operations using modern technologies to enhance operational efficiency and improve the performance of logistics processes.

09 Finance Department

The main responsibilities of the Finance Department include preparing business plans, leading the annual budgeting process, managing cash flow, liquidity planning, and banking operations, as well as coordinating financial accounting and reporting. The department also evaluates financial resources and funding structures, plays a key role in strategic transactions, enhances internal controls, maintains communication with business partners, and highlights business trends, risks, and opportunities to support sustainable growth.

Developing National and Community Capabilities

Saudi talent is the cornerstone of our operations at Nice One, where we are committed to enhancing the presence of Saudi nationals across all company functions. We are proud of our high Saudization rates, with a focus on empowering women and youth, particularly in the technology, e-commerce, and beauty sectors.

We continuously invest in developing national talent through training programs, knowledge transfer, and professional capacity building, believing that human capital is the primary driver of business development.

The “Nice One” Tamkeen” program is a key initiatives in this regard. It is a training program that leads to employment, aiming to qualify national talent for advanced positions in various fields such as industrial engineering, supply chains, data science, information technology, business, and law.

Innovation as a Way of Life

At Nice One, we continue to invest in digital technologies to enhance the efficiency of our operations and improve the customer experience. During 2025G, the company expanded its use of AI-powered data analytics and forecasting, along with implementing automated pricing systems.

These technologies contributed to improved pricing management and enhanced business process efficiency, positively impacting product margins and competitiveness throughout the year.

Developing these technological capabilities is a key pillar in the ongoing evolution of Nice One’s business model and its ability to respond to market changes.

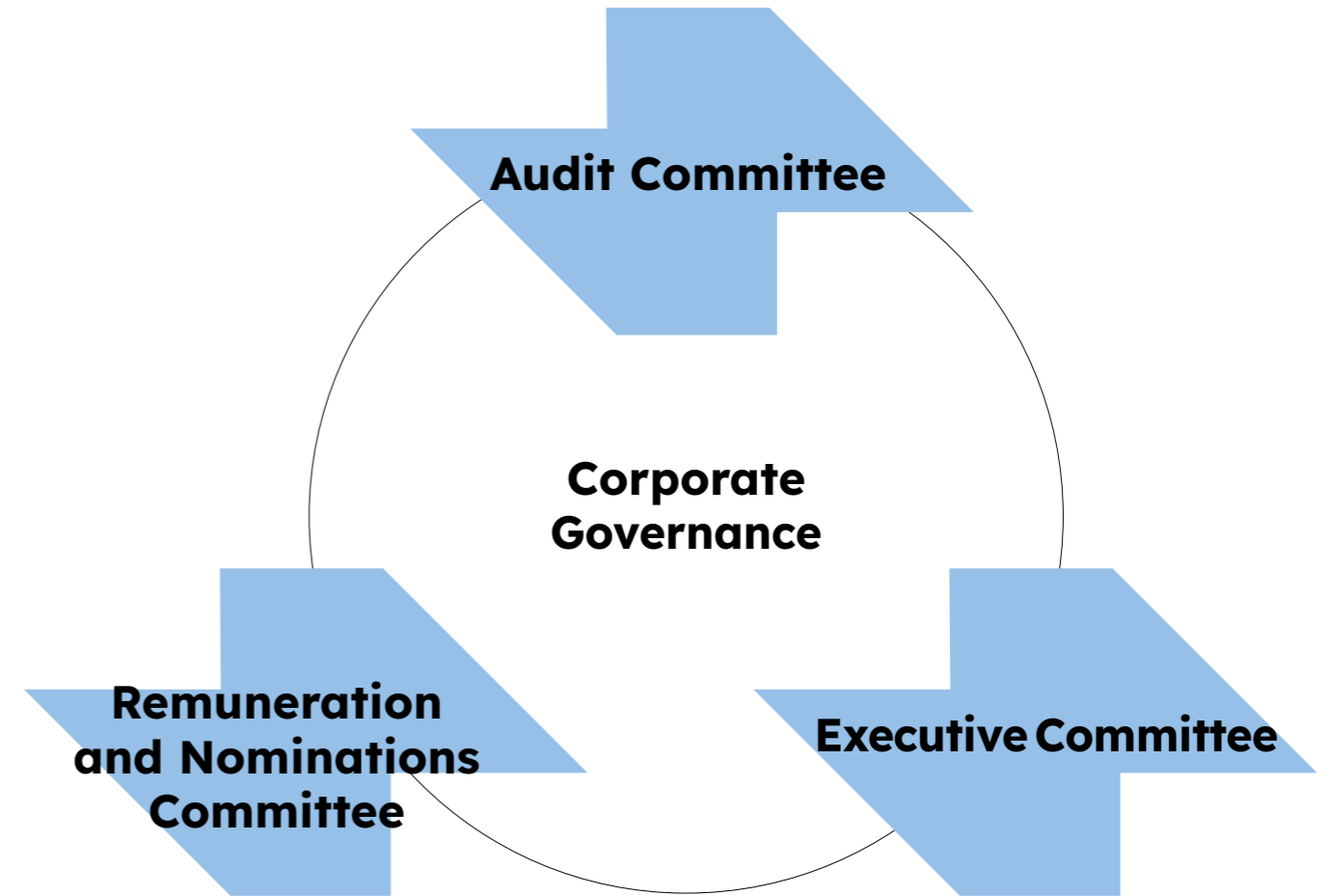
Operational Efficiency and Environmental Impact

At Nice One, we are working to develop our operational processes to enhance supply chain efficiency and reduce operational waste. These efforts are spearheaded by our automated distribution center in Riyadh, which spans over 14,500 square meters and forms a key pillar of the company’s logistics operations ecosystem.

In 2025G, we launched our new Jeddah warehouse to support operations in the Western Region and improve distribution efficiency and demand response times. We also continue to develop the use of automation technologies in logistics management, which contributes to increased accuracy, improve resource utilization, and a reduce environmental impact associated with transportation and distribution.

Corporate Governance

Nice One’s success is based on a clear governance framework, which was strengthened after the company’s transformation into a publicly listed company on the Saudi Stock Exchange in 2025G. This framework regulates the relationship between the Board of Directors and the executive management, ensuring clear responsibilities and enhanced corporate oversight. This framework is supported by specialized board committees, including the Audit Committee, the Remuneration and Nominations Committee, and the Executive Committee, which enhance transparency and compliance and protects shareholders’ interests.



Sustainability and Practices, Social Responsibility and Initiatives

“Nice One” aims to extend its impact beyond providing products and services by adopting responsible practices that contribute to supporting the community and promoting resource efficiency. The company’s business model is based on balancing business development with a commitment to environmentally and socially responsible operating practices.

The company’s position and leadership in the beauty and personal care sector in the Kingdom of Saudi Arabia imposes on it the highest operational practices, and makes it look at its objectives through the lens of national responsibility; a responsibility that goes beyond commercial leadership to include social and environmental leadership befitting the ambitions of the Kingdom’s Vision 2030.

In 2025G, with “Nice One” reaching an integrated business model and complete discipline, it moved to the listing stage where sustainability was no longer an option, but rather a strategic direction and an essential pillar that is established in the “Nice One” business governance system to ensure the sustainability of the impact.

The company was keen to achieve real and sustainable value for shareholders and stakeholders, in addition to its community work that benefits society and improves the quality of life. This result would not have been possible without the qualitative investment in human capital, the protection of environmental assets, and the consolidation of the pillars of transparency and integrity.

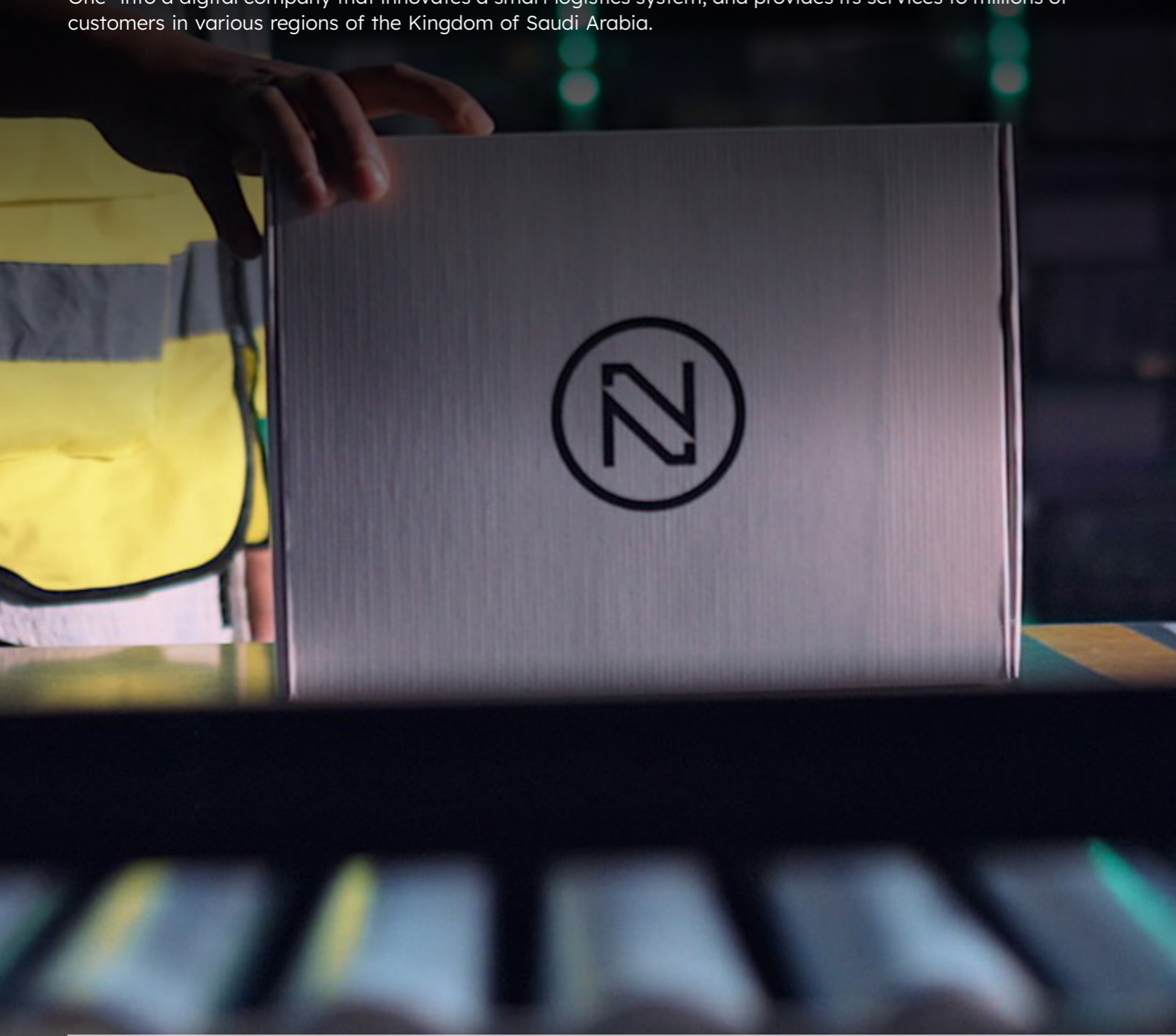
The concept of sustainability at “Nice One” tells the story of the company’s responsible digital transformation, where innovation meets responsibility, and numbers turn into national success stories that contribute to quality of life and drive the thriving economy towards unprecedented horizons.



Our Ambition and Values in Sustainability

In line with the goal of achieving leadership (Vision 2030)

At "Nice One", we derive our strategic directions from the objectives of the Kingdom's Vision 2030, and we work to contribute to a number of its main paths, including the Quality of Life Programs, the National Transformation Program and the National Industrial Development Program, in support of achieving the two pillars of "a Vibrant Society and a Thriving Economy", which translates into the transformation of "Nice One" into a digital company that innovates a smart logistics system, and provides its services to millions of customers in various regions of the Kingdom of Saudi Arabia.



The "Nice One" values for a sustainable world

"Nice One" is based on firm values in sustainability, which are:



Cultural respect

"Nice One" is committed to promoting a balanced and healthy image of beauty, respecting diversity and not establishing harmful or non-inclusive beauty standards, and keeping social impact in mind when developing its products and campaigns.



Responsible innovation

The company aims to align innovation with impact-enhancing factors, such as recycling, water conservation, reduced packaging, or sustainable alternatives to traditional materials.



Accountability and measurement

"Nice One" relies on measuring clear performance indicators and linking them to the company's values. The company fosters a culture of accountability among its employees and clarifies the most important and best practices in this area. Accountability is also emphasized to achieve better results.



Disclosure and credibility

"Nice One" adopts the principle of full transparency in disclosing the components of its products and their sources, and is committed to responsible marketing practices free from misleading, exaggerating or unsupported claims, based on the fact that customer trust is the basis of the sustainability of its business.



Environmental responsibility

The company is committed to reducing its environmental impact by carefully managing waste, recycling and reusing it whenever possible, ensuring its proper disposal, and preventing, minimizing, and controlling pollution and emissions.



Consumer empowerment

"Nice One" works to raise consumer awareness, guide them, and provide them with knowledge, explaining how to use the product, accompanying practices such as disposing of the packaging, and the effects of choosing it.



Safety and health

"Nice One" is absolutely committed to the safety and quality of its ingredients. We adhere to the highest quality standards in selecting materials and avoid using harmful or scientifically controversial substances. Human health and safety are our top priorities.



Reliable suppliers

"Nice One" ensures that raw materials are extracted or manufactured from the best materials, and deals with companies that have strict regulations, operate without human or environmental exploitation, fully respect workers' rights, and committed to rejecting unethical practices.

Sustainability Methodology

"Nice One" adopts an advanced sustainability model that transcends the traditional concept of social responsibility, directly linking it to its operational business model and financial performance to create a comprehensive developmental impact.

Nice One's methodology is based on the three sustainability frameworks: Environment, Society, and Governance (ESG), ensuring that it encompasses all of Nice One's practices, stemming from the concept of:



This framework is a key reference in evaluating non-financial performance and measuring long-term impact.



Pillars of Sustainability

“Nice One” operates from a firm foundation that links business growth with social responsibility and environmental impact. It strives to adopt operational practices that contribute to reducing environmental impact and enhancing responsibility across the value chain. Building on its leading position in the e-commerce sector for beauty and personal care products, the company is developing a tiered sustainability framework that balances operational efficiency, supply chain responsibility, and enhanced consumer awareness. This framework is continuously being developed and implemented through several key elements, including:

First: Environmental Sustainability

“Nice One” is committed to reducing its environmental impact by adopting innovative operating practices that integrate advanced technological solutions and sustainable logistics, in line with the Kingdom’s Vision 2030 for environmental preservation.

Building on our technological leadership, the company has successfully implemented a paperless work environment strategy within its offices and administrative facilities. By automating internal systems and relying entirely on digital documentation and correspondence, we have significantly reduced paper printing, contributing to the conservation of natural resources and minimizing office waste, while simultaneously improving data efficiency and flow.

Building on our technological leadership, the company successfully implemented a paperless work environment across its offices and administrative facilities. By automating internal systems and relying entirely on digital documentation and correspondence, we significantly reduced paper printing, contributing to the conservation of natural resources and minimizing office waste, while simultaneously improving data efficiency and flow.

The opening of our new strategic warehouse in Jeddah marked a pivotal turning point in the company’s sustainability strategy, resulting in:

- **Reducing distances:** Shortening the distances traveled to deliver orders to customers in the Western Region has directly contributed to reducing the number of long journeys.
- **Reducing emissions:** Reducing the number of journeys has positively impacted the reduction of indirect carbon emissions associated with the supply chain.
- **Smart shipping strategies:** We implement advanced logistics strategies based on consolidation and optimized delivery routes, which reduces the number of journeys required to deliver products while ensuring faster delivery and fuel efficiency.

Second: A Responsible Supply Chain

The company continuously develops its supplier selection and evaluation criteria, taking into account adherence to ethical practices, product safety, and compliance with local and international regulations. “Nice One” works to build long-term partnerships with reputable suppliers who share its values and operate in a way that enhances product reliability and consumer trust.

Third: Human Empowerment and Work Culture

“Nice One” consistently prioritizes its human capital, providing it with opportunities for empowerment, training, and knowledge sharing, recognizing it as the true engine of the company’s sustainability. Accordingly, the company is committed to providing a supportive work environment that focuses on professional development, mental well-being, and equal opportunities. It also continuously strives to cultivate an internal culture deeply rooted in sustainability principles.

Fourth: Community Impact

“Nice One” maintains its positive role in the community through awareness initiatives that promote responsible consumption and support self-care concepts related to health and quality of life. Its digital platform leverages this opportunity to raise awareness about safe products and sustainable practices.

These steps form the foundation for a comprehensive sustainability approach that “Nice One” is gradually developing, paving the way for setting measurable goals and enhancing transparency and governance in future reports, in line with global best practices and the aspirations of the Saudi market.



Fifth: “Nice One” Campaigns

1- Beautify and Complete You... Ramadan Campaign

February 25, 2025G

“Nice One” launched a huge campaign during the holy month of Ramadan, which is a social and spiritual occasion in which families interact and gather more than in other months. The campaign targeted several activities at the same time, including promotional offers and discounts, in addition to achieving maximum

interaction with the target audience, increasing brand awareness, and stimulating sales. The campaign was directed in particular at women interested in beauty and personal care products, taking into account the spiritual and social atmosphere of the holy month.

An Identity Reflecting Our Values

The campaign adopted a central theme that combines eloquence of meaning with the power of language: “It beautifies and completes you.” This theme reflects Nice One’s mission and direction in offering products that enhance beauty and complement one’s look in accordance with our culture. The campaign’s visual identity was characterized by simplicity and elegance,

employing bold, modern lines in the theme design, while incorporating artistic elements such as abstract geometric shapes that evoke fluidity and renewal. The color palette was calm and appealing, featuring a harmonious blend of light beige, pastel pink, light green, sky blue, and black, lending the message a sense of sophistication and social connection.

Marketing and Distribution Channels

The campaign’s marketing content was distributed across multiple channels to ensure it reached the widest possible audience. This included social media platforms, with posts designed in various sizes to suit different platforms. Banner advertising was also utilized on the

company’s app and website to provide a seamless and user-friendly shopping experience. This comprehensive distribution strategy significantly boosted engagement and increased reach to potential customers.

Results Across All Fronts

The campaign achieved numerous positive results, particularly for the “Nice One” brand and in boosting customer loyalty. It also generated strong sales, effectively conveying its positive message through attractive offers and a compelling visual identity. “Nice One” solidified its position as a preferred destination

for beauty and personal care products during Ramadan and beyond. This campaign demonstrated the brand’s commitment to providing added value to its customers and meeting their evolving needs in a competitive market.

Offers and Products

Promotional offers were a key part of the campaign, with “Nice One” offering discounts of up to 80% on a wide range of products. These offers included beauty and skincare products from well-known brands

such as “Calla Makeup” and “Topface”, and were carefully designed with innovative and attractive marketing materials.



2- Saudi and Understands Your Nature.. Nice One's campaign for the 95th Saudi National Day

September 2025G

"Nice One" is proud of being a Saudi national producer whose products have reached a large area of the world, which the company confirmed on the occasion of the ninety-fifth Saudi National Day, where it announced its pride in its local values under the theme "Saudi and understands your nature," which is what "Nice One" truly means, as it advanced in the market based on its deep understanding of the nature of the place, time and people.

The Main Objectives of the Campaign

The campaign was launched with the aim of strengthening the connection to national identity and authentic Saudi values in the first place. The company presented itself as one of the pioneers of the beauty sector in the Kingdom by presenting the "Nice One" slogan in a creative and impactful way that contains a lot of emotion and belonging, and with outputs that reflect the company's understanding of Saudi culture and the aspirations of its society.

The campaign's main objectives include:

- Increasing audience engagement, participation, and motivation through campaign content and related activities across various platforms.
- Boosting sales: Achieving sales growth through attractive promotions and discounts.
- Enhancing loyalty and trust: Building stronger relationships with customers and fostering brand loyalty through shared national and cultural values.
- Expanding reach: Reaching a wider segment of the target audience and increasing campaign awareness.
- Strengthening emotional, social, and national connection: Reinforcing national identity through a major national campaign and the emotional connection between customers and "Nice One."



The Central Idea and Message

The campaign capitalized on the year's theme, "Our Pride Lies in Our Character," emphasizing that it speaks to people in a shared language and with a common understanding. It highlighted shared Saudi customs and how Saudis agree on their perspectives, the meanings of words, attitudes, and traditions. The campaign sought to translate this deep understanding of Saudi identity by linking products to these characteristics and customs, affirming that "Nice One" understands authentic Saudi taste and offers products that embody this authenticity. The core message is that beauty is perfected by identity, and that "Our Pride Lies in Our Character" is a symbol of the pride and unity that every Saudi cherishes.

Key Activities and Events:

The campaign included a diverse range of activities and events spanning several digital and interactive channels, including:

- 1- Influencer Marketing: We partnered with influencers across various social media platforms during the campaign month to reach our target audience and boost brand engagement.
- 2- In-App Events: We activated the "Shake and Win" wheel to incentivize daily app traffic and increase orders, offering valuable prizes, significant discounts, and bonus wallet credit.
- 3- Discounts and Promotions: We offered direct discounts through special offers on select products, along with gifts for purchases exceeding SAR 300.
- 4- National Day Special Offer (September 23): Buy one product and get the second for 95 halalas, or buy one product and receive a gift from 95 selected items.
- 5- Weekly Discount Codes: For both existing and new customers.
- 6- Social Media Events:
 - Daily competitions: National, historical, and poetry-related questions to increase engagement and followers.
 - Creative videos: Visual content that promotes engagement with National Day.
 - National stickers: Custom-designed National Day stickers included free with orders.
 - Sharing National Day preparations: Encouraging the public to share their preparations on TikTok.

Campaign Timeline

The campaign ran from August 26 to September 30, 2025G. Each week, the public enjoyed unique and diverse offers and events, such as discounts of up to 80%, "buy one, get one free" promotions, and the activation of "Shake and Win" wheel, which offered valuable prizes like iPhones, Cartier bracelets, and AirPods.

Through these campaigns, "Nice One" strengthens its human, social, and national connection, presenting a comprehensive model of festive marketing that integrates commercial objectives with national values. The company consistently emphasizes that all these campaigns present "Nice One" as a brand that understands and meets the aspirations of its Saudi audience, keeping pace with their evolving needs without losing touch with the shared sense of community. This is a defining characteristic of the company and one of the most important factors in its increased reach, engagement, sales, and brand loyalty.

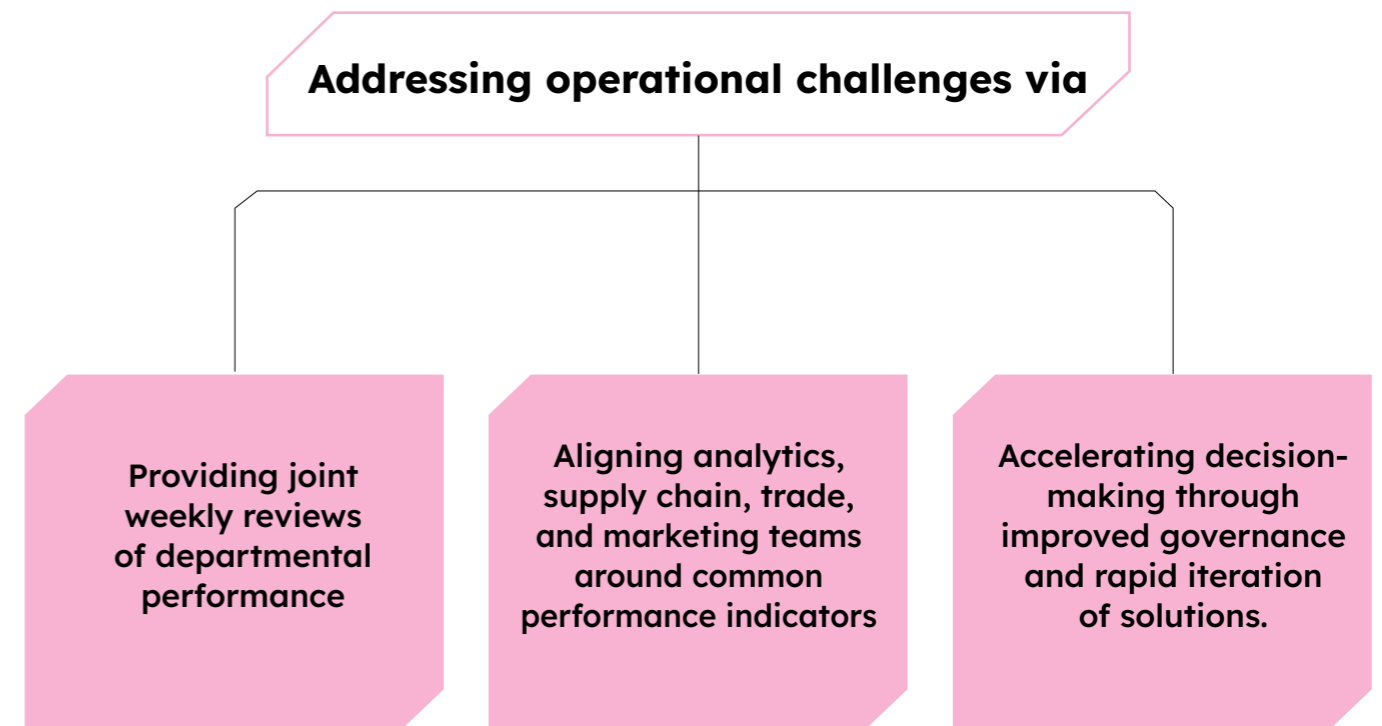
Challenges and Risks Associated with Sustainability

As part of Nice One's commitment to adopting sustainability practices that comply with the best standards, the company recognizes a range of challenges and risks associated with environmental, social and operational aspects, which management is working to manage effectively within a balanced approach that takes into account sustainable growth and business continuity.

Challenge	Solution
Operational and Environmental Risks	
The expansion of logistics operations and the increase in order volume are associated with challenges related to resource consumption efficiency, inventory management, and reducing the environmental impact resulting from transportation and delivery.	The company addresses these challenges by optimizing warehouse planning and employing technological solutions and smart systems to enhance operational efficiency and minimize waste, thereby reducing the environmental footprint of its operations.
Human Capital Risks	
Attracting and retaining talent, particularly in the fields of technology, e-commerce and logistics, is one of the main challenges in light of increasing competition for talent.	"Nice One" is working to meet this challenge by developing an attractive work environment, enhancing training and development programs, supporting localization initiatives and empowering national talent, ensuring the long-term sustainability of its corporate performance.
Compliance and Governance Risks	
With the evolution of regulatory frameworks and systemic requirements related to sustainability, data protection and social responsibility, compliance risks stand out as one of the aspects that the company pays special attention to.	The company is committed to regularly updating its frameworks, regulations, policies, and operational procedures, while strengthening its digital governance and oversight mechanisms to ensure full compliance with applicable regulations and mitigate any potential operational or legal repercussions

General Approach to Managing Sustainability Risks

The company adopts a proactive approach to monitoring and assessing sustainability risks by integrating them into its corporate risk management framework and linking them to strategic and operational planning decisions. This approach reflects Nice One's commitment to achieving a sustainable balance between business growth, environmental and social responsibility, and enhancing stakeholder confidence.



Achievements in Sustainability and Social Responsibility

"Nice One" operates on the principle that e-commerce leadership is only complete with a sustainable business model that places people and the environment at the heart of its strategy. In 2025G, we translated our social and environmental commitments into tangible achievements, realizing the equation of superior business performance and lasting social impact.

Human Sustainability

Our Bet is on "Knowledge" Before "Job"

The company adopts a philosophy of "knowledge sustainability." By opening its doors to employment and working to cultivate talent and develop leaders through numerous programs, the company has invested in honing the specialized skills of Saudi nationals through intensive training programs and interactive workshops. This aims to create a new generation of "digital leaders" capable of representing the Saudi e-commerce sector on the global stage. We are also committed to an inclusive and diverse work environment and have successfully maintained a Saudization rate of 51%, with significant empowerment of Saudi women.

Automation and Artificial Intelligence

The Responsibility of Innovation in Society

"Nice One" relies on AI-based predictive systems, which have significantly reduced inventory waste caused by product stockpiling. This, coupled with the complete digital transformation of warehousing operations, has led to a decrease in paper waste and traditional energy consumption, embodying the concept of "Green Logistics." This also ensures that consumers receive fair value in a timely manner.

Digital Governance

Transparency for Sustainable Investment

The use of digital governance at "Nice One" has raised the levels of corporate fairness and integrity. For example, the "Jisr" and "Team Tiller" platforms represent a qualitative leap in automating administrative procedures and recruitment processes. These systems ensure the highest levels of fairness in recruitment and transparency in performance evaluation along with eliminating human intervention. Furthermore, data protection, privacy, and adherence to disclosure and transparency standards with shareholders and investors reflect the maturity of our management system and its ability to effectively and efficiently manage cybersecurity and operational risks.

Logistical Efficiency

Bringing the Place Closer and Reducing the Time

The impact of expanding our logistics infrastructure was not limited to the operational side only; rather, it extended to enhance our orientation towards building more sustainable supply chains. Concentrating our core operations in our strategic warehouses in the cities of Riyadh and Jeddah has directly contributed to raising the efficiency of express delivery, and reducing the distances traveled within the transport network, which in turn has led to a reduction in carbon emissions resulting from delivery operations.

"Mowaamah" Certification

An Inclusive Work Environment for All Abilities

Nice One's attainment of the "Mowaamah" certification (Participant Category) for 2025G is not merely an administrative accreditation; it reflects Nice One's culture of inclusivity. The company has developed facilities and technological systems to be accessible and supportive for people with disabilities, ensuring they have equal opportunities to excel. The company plans to pursue higher certification levels, solidifying its position as one of the most humane and accessible work environments in the Kingdom.

Our Commitment to the Future

Sustainable Impact

Nice One's achievements in sustainability and social responsibility during 2025G are the cornerstone of an ongoing journey of responsible and conscious growth. They serve as a driving force for continued innovation that benefits humanity, protects the environment, and delivers positive results for society.

As we move towards new horizons of expansion and leadership, we reaffirm our unwavering commitment to ensuring that "Nice One" remains a driving force for positive change in the e-commerce sector. We aim to always be the first choice and the most trusted destination for the entire Saudi community, actively contributing to shaping a bright future aligned with the aspirations of Vision 2030.

Localization and Knowledge Transfer

A National Success Story

Our 2025G figures embody a remarkable national success story, as "Nice One" surpassed traditional targets to become a model in localization. It has achieved Platinum status, the highest rating awarded to organizations committed to localization. Furthermore, we must acknowledge the empowerment of women who have led vital and diverse operations at Nice One, from marketing to managing complex supply chains, adding new dimensions of innovation and diversity to our corporate culture.

Over the coming years, "Nice One" will focus on developing more detailed environmental and social impact metrics and directly linking them to operational and financial performance objectives, thereby strengthening the integration of economic growth and corporate sustainability.

Based on this commitment, "Nice One" translates its vision for sustainability and social responsibility into seasonal and national campaigns that reflect its values, reinforce its connection with the community, and balance commercial objectives with positive impact.

Corporate Social Responsibility and Community Initiatives in 2025G

The company is committed to contributing to society and promoting social responsibility. As a responsible company, we undertake community initiatives that align with our core values and purpose. We strive to integrate CSR principles into our core business strategy and operations.

Below is a list of CSR activities and community contributions for 2025G:

- Sponsoring the annual ceremony of the Saudi Center for Down Syndrome, where the company participated in sponsoring the event and providing gifts to the beneficiaries, in support of the center's efforts in serving people with Down syndrome. Date: (April 2025G)
- Participation in the "Industriathon" event in collaboration with King Fahd University of Petroleum and Minerals, where the "Tamkeen" program for recent graduates was launched. Approximately 50 fresh graduates were recruited during the event. (April 2025G)
- Collaboration with the Saudi Alzheimer's Disease Association, through the distribution of gifts to Alzheimer's patients with a total value of SAR 51,985, as part of the company's initiatives to support patients and enhance their quality of life. (October 2025G)
- Participation in the Breast Cancer Awareness Campaign in collaboration with the Zahra Breast Cancer Association, by distributing gifts to patients during October events, in support of health and community awareness programs. (October 2025G)
- Participation in the Tourism Marathon in collaboration with the Ministry of Tourism, where the company provided shopping vouchers to six winners, supporting community events and promoting community participation in sports and tourism activities. (Date: December 2025G)

Statement of the Value of Any Investments or Reserves Established for the Benefit of the Company's Employees.

The company has not created any investments or reserves for the benefit of its employees.



3- Financial Performance

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Financial Performance

2025G marked a significant turning point in Nice One's financial performance, as the company's expansion strategy and operational efficiency were directly reflected in its financial results.

This solid performance is not a coincidence, but rather the result of rigorous financial discipline, prudent working capital management, and optimal investment in supply chain automation and strategic projects.

The company has demonstrated its exceptional ability to strike a delicate balance between accelerating growth and maintaining healthy profit margins, thereby strengthening its financial position and ensuring sustainable shareholder value.

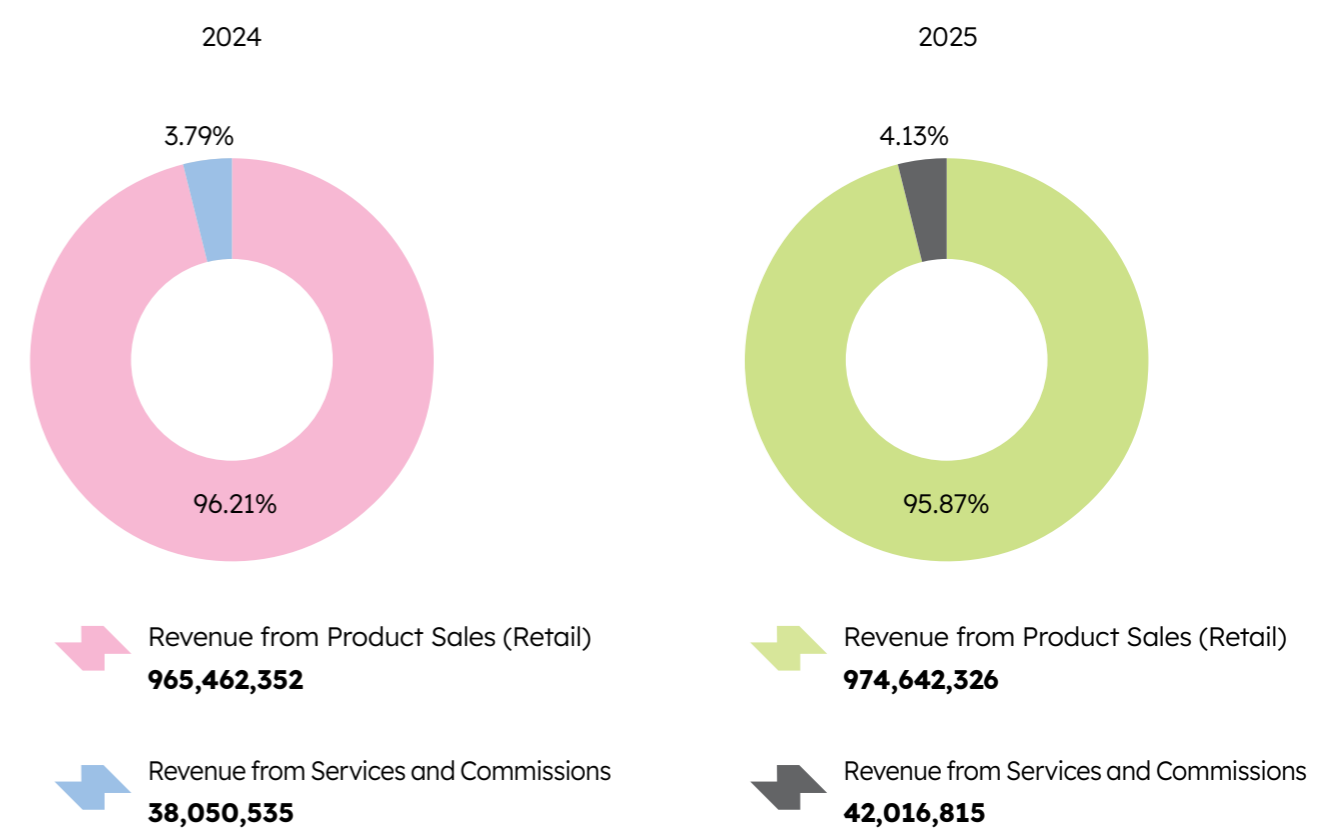


Company Activities and Revenue Distribution

The company and its subsidiaries ("the Group") engage in the retail trade of perfumes, cosmetics, soaps, and incense.

Company Activity	Revenues for 2025G	Activity Contribution to Revenue %
Retail trade of perfumes, cosmetics, soaps and incense	1,016,659,141	100%

Company Activity	2024G	2025G	Growth Rate
Revenue from Product Sales (Retail)	965,462,352	974,642,326	0.95%
Revenue from Services and Commissions	38,050,535	42,016,815	10.42%
Total Revenue	1,003,512,887	1,016,659,141	1.31%



Subsidiaries, Affiliates, and Strategic Partnerships

"Nice One" Beauty for Digital Marketing has three subsidiaries, all of which provide administrative support services to the company and do not currently engage in any commercial activity. These subsidiaries have no impact on the company's revenues for 2025G. They are as follows:

Company Name	Company Type (subsidiary/affiliate/strategic partnership)	Company Activity	Share Capital issued/paid-up (SAR)	Company Head Office	Country of Origin	Company Contribution Percentage
Bahr Al Muntajat General Trading Company	Subsidiary	Retail sale of perfumes, cosmetics, soaps, and incense	100,000 Egyptian pounds	Egypt	Egypt	100%
"Nice One" Perfumes & Cosmetics Trading Limited	Subsidiary	Retail sale of perfumes, cosmetics, soaps, and incense	300,000 UAE Dirhams	UAE	UAE	100%
In'aks Al Ibdaa Marketing Company	Subsidiary	Marketing activities	SAR 100,000	KSA	KSA	100%

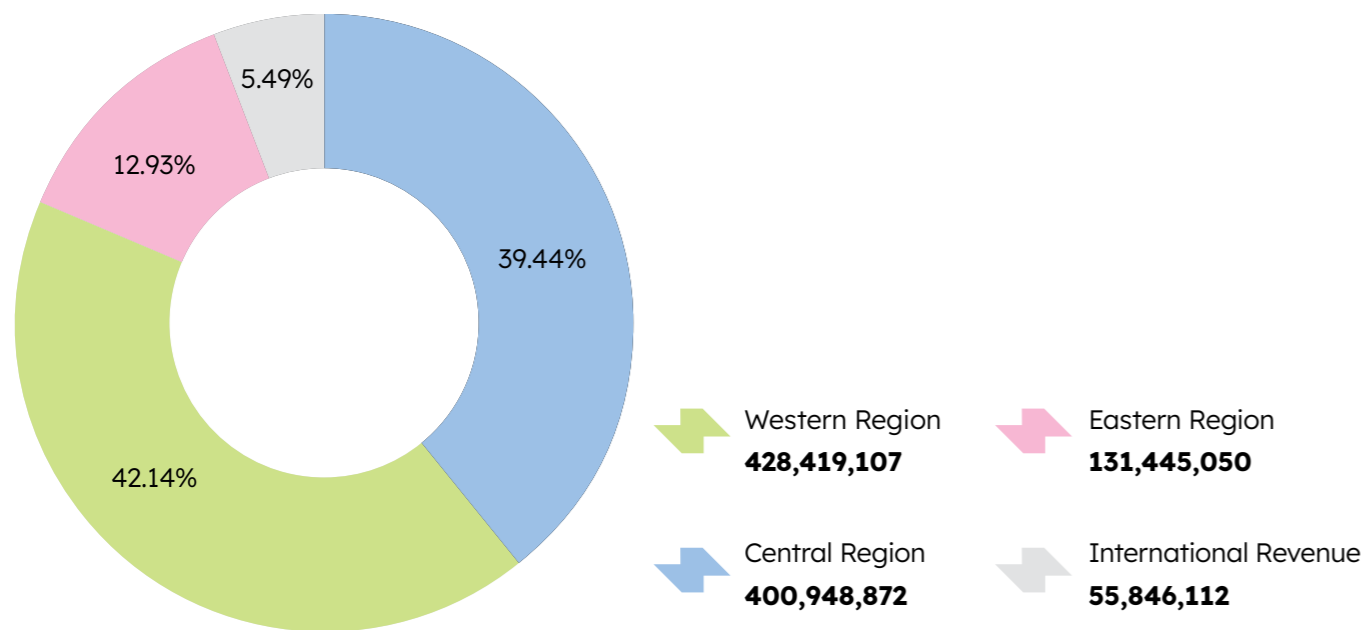


The Company’s Geographical Distribution

The company’s activity and revenues are geographically distributed according to the scope of its business within the Kingdom of Saudi Arabia, with a portion of the revenues generated from outside the Kingdom.

Source of Revenue (Country, City, Region/etc.)	Revenue for 2025G	% of Total Revenue
Central Region	400,948,872	39.44%
Western Region (*)	428,419,107	42.14%
Eastern Region	131,445,050	12.93%
International Revenue	55,846,112	5.49%
Total	1,016,659,141	100%

*The Western Region includes the Southern Region and the Northern Region.



Source of Revenue (Country, City, Region/etc.)	Revenue for 2025G	% of Total Revenue
Egypt	0	0%
United Arab Emirates	0	0%
Total	0	0

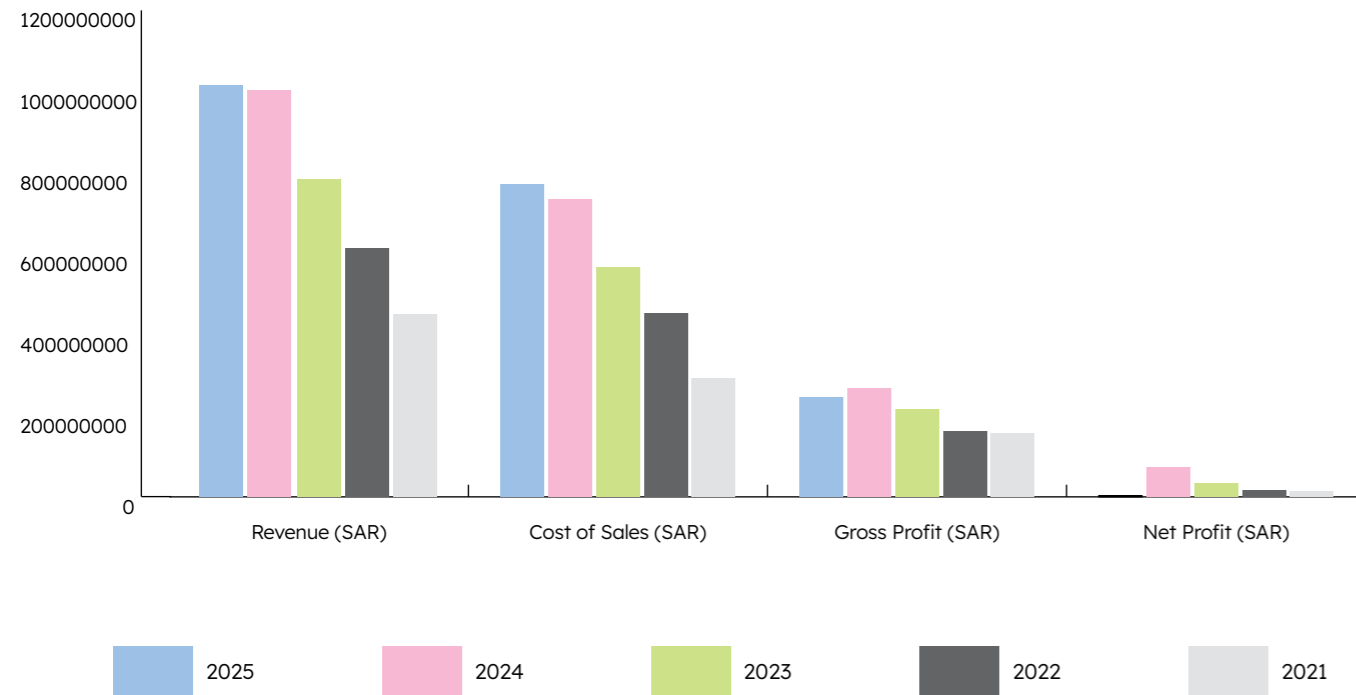
The operations have not started yet.



Company Assets, Liabilities, and Results for the Last Five Financial Years

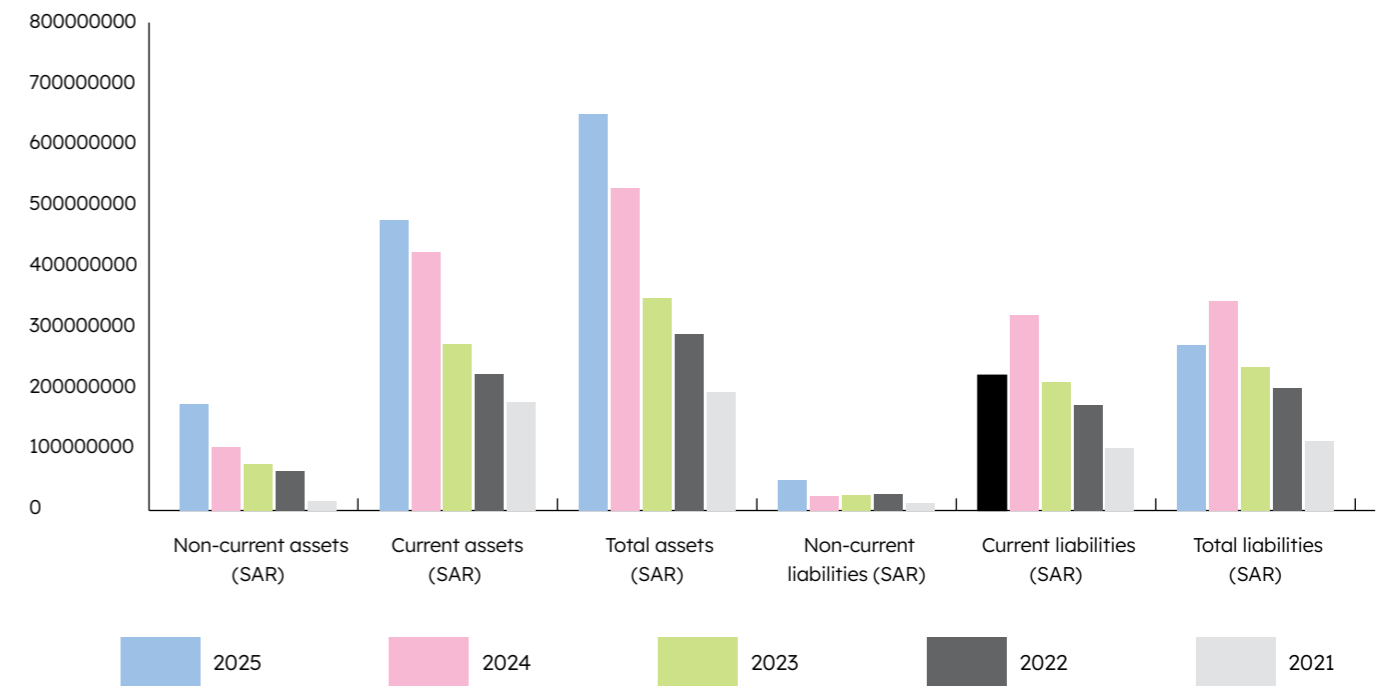
1- Financial Results

Description	2025G	2024G	2023G	2022G	2021G
Revenue (SAR)	1,016,659,141	1,003,512,887	782,355,101	613,631,362	449,205,323
Cost of Sales (SAR)	771,633,844	735,425,226	565,800,328	451,917,614	292,319,523
Gross Profit (SAR)	245,025,297	268,087,660	216,554,773	161,713,748	156,885,800
Net Profit (SAR)	2,980,434	71,745,186	32,624,482	16,731,623	13,512,241



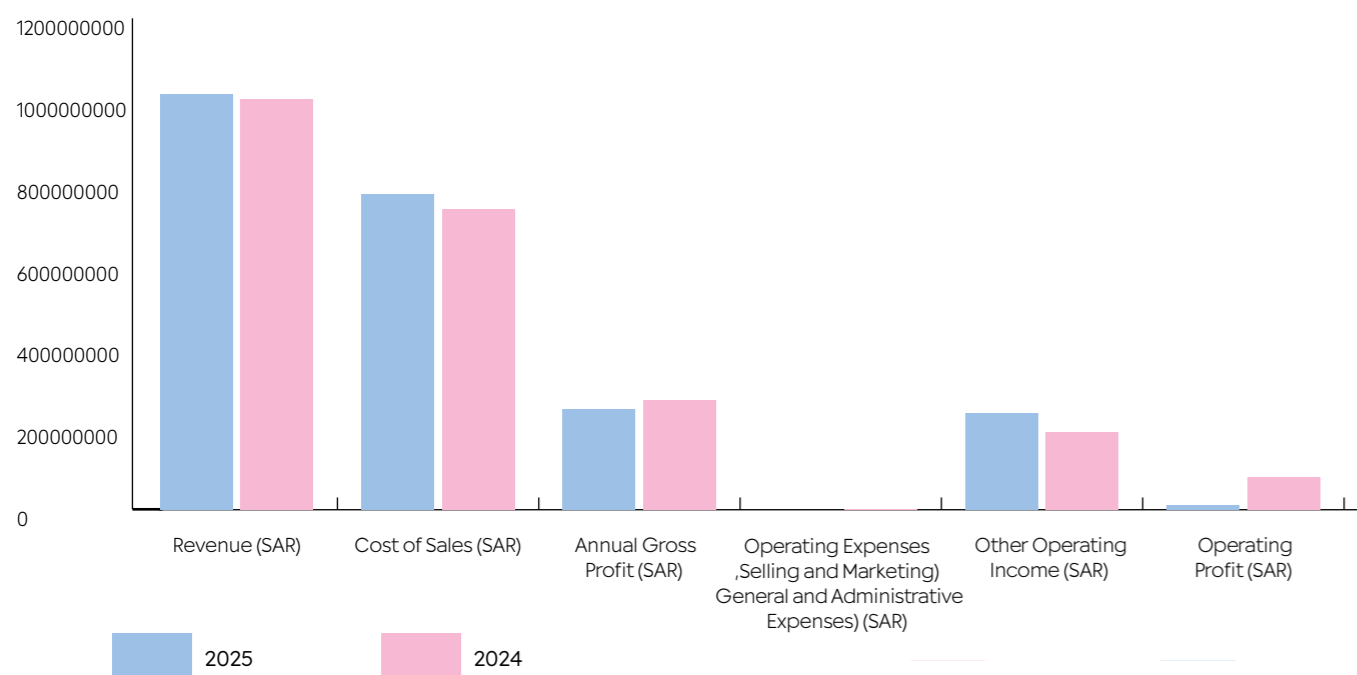
2- Assets and Liabilities

Description	2025G	2024G	2023G	2022G	2021G
Non-current assets (SAR)	174,789,341	104,625,212	75,977,309	64,279,992	16,418,352
Current assets (SAR)	477,520,957	425,553,668	273,260,294	225,255,775	177,760,249
Total assets (SAR)	652,310,298	530,178,880	349,237,603	289,535,767	194,178,601
Non-current liabilities (SAR)	49,426,549	23,234,463	25,895,859	27,514,008	11,545,284
Current liabilities (SAR)	222,452,688	321,085,961	210,671,221	173,540,787	102,004,278
Total liabilities (SAR)	271,879,237	344,320,424	236,567,080	201,054,795	113,549,562



3- Significant Differences in Operating Results

Description	2025G	2024G	Change (Saudi Riyal)	Percentage Change %
Revenue (SAR)	1,016,659,141	1,003,512,887	13,146,254	1.31%
Cost of Sales (SAR)	771,633,844	735,425,226	36,208,618	4.92%
Annual Gross Profit (SAR)	245,025,297	268,087,660	(23,062,363)	-(8.6%)
Other Operating Income (SAR)	(271,146)	852,623	(1,123,769)	-(131.80%)
Operating Expenses (Selling and Marketing, General and Administrative Expenses) (SAR)	234,737,316	189,136,045	45,601,271	-(24.11%)
Operating Profit (SAR)	10,287,981	78,951,616	(68,663,635)	-(86.9%)

**Company Loans***

Creditor's Name	Principal Loan Amount (SAR)	Loan Term	Amounts Paid in Loan Repayments by the Company in 2025G (SAR)	Remaining Loan Amount (SAR)	Total Debt (SAR)
Al Rajhi Bank	28,146,575	6 months	28,146,575	0	0
SAB	32,996,121	6 months	32,996,121	0	0
Al Rajhi Bank	13,157,899	5 years	13,157,899	0	0

*The company would like to note that all loans were repaid in the fiscal year 2025G.

Government Payments

Fee Type	Amount Paid (SAR)	Remaining Amount (SAR)	Reason of Nonpayment
Visas, Passports, Labor Office, and Municipal Fees	2,814,088	0	-
Value Added Tax (VAT)	33,701,633	3,196,732	Payment made in January 2026
Zakat and Withholding Tax*	7,043,301	7,161,311	WHT (Withholding Tax) was paid in January 2026, while Zakat will be paid during 2026.
Gosi	4,566,425	527,232	Repayment made in January 2026
Customs Duties	3,873,787	0	-
Total Fees	51,999,234	10,885,275	-

*ZATCA has reviewed the company's Zakat and WHT returns for the year 2024. The review was concluded without issuing any amendment to the returns submitted by the company.

Risks

Summary of Risk Management Policy

The company is committed to implementing a comprehensive and integrated risk management framework, which aims to identify, assess and monitor risks that may affect its business, in order to support the achievement of its strategic objectives and maintain its sustainability.

The company's risk management framework is based on the principles of good governance and is integrated into all operational activities and decision-making processes at various organizational levels, with an emphasis on promoting a culture of risk awareness and taking into account human and cultural factors.

Risk management encompasses all types of risks a company may face, including strategic, operational, financial, legal, compliance, and reputational risks, whether inherent or residual, while also considering the associated opportunities. All company employees have a responsibility for risk management within their respective roles.

The company's Board of Directors oversees the risk management framework and approves the company's risk tolerance, while the audit committee monitors the effectiveness of the framework's implementation and related policies. Risks are identified, analyzed, and assessed periodically according to established probability and impact criteria, using a risk severity map, enabling risk prioritization and appropriate decision-making.

Potential Risks

"Nice One" has adopted a comprehensive framework for managing operational and financial risks, aimed at ensuring business continuity and protecting its systems and technological infrastructure. Potential risks are identified and their impacts assessed

The company employs multiple methods to deal with risks according to the approved risk tolerance level, including acceptance, treatment, transfer, termination, or taking advantage of opportunities, while taking into account the need to balance costs and benefits.

The company is committed to ongoing communication with stakeholders, providing necessary training to raise awareness of risk management, and making its risk management policy and framework available to all employees. Up-to-date risk records are maintained, and periodic reports are prepared and submitted to the Audit Committee and the Board of Directors, including assessments of the effectiveness of risk management, changes in risk profiles, and the company's internal and external context.

The risk management policy and framework are reviewed periodically and updated as needed to ensure compliance with relevant regulations, the requirements of the Capital Market Authority, and best governance practices.

according to approved policies and procedures, with the necessary controls implemented to mitigate them. The company is also committed to applying approved cybersecurity standards, which supports the reliability of its digital systems.



Risks Related to Dependence on Historical Revenues and Customer Base

"Nice One" relies primarily on e-commerce sales of beauty and personal care products, which are affected by customer spending patterns, general economic conditions, and regulatory changes. The company may also face challenges related to slower growth in its new customer base or declining spending levels over time. To mitigate these risks, the company focuses on enhancing customer loyalty, expanding its consumer base, and improving the quality of its products and services. It also leverages data analytics to develop more precise marketing strategies that support sustainable growth and boost revenue.

Risks Related to the Company's Marketing Activities

"Nice One" uses various marketing strategies, including digital campaigns, TV advertisements, and influencer collaborations, to boost its brand visibility. However, the company may face risks related to changes in platform algorithms, customer engagement fluctuations, and changes in advertising policies, which could impact the efficiency of its marketing campaigns. To address these challenges, "Nice One" focuses on diversifying marketing channels, strengthening loyalty programs, analyzing data to improve campaign targeting, and developing innovative content to increase engagement while updating its strategies to ensure sustainable growth.

Risks Related to Mobile Applications and E-commerce Platform

"Nice One" relies primarily on its online platform and mobile applications to manage its operations and serve its customers. This exposes it to risks related to technical performance, cybersecurity, changing user patterns and behavior, and the fluctuations in digital platform policies and their impact on marketing strategies. To mitigate these risks, the company focuses on enhancing the reliability and security of its digital platforms, regularly updating its technological infrastructure, and improving the efficiency and responsiveness of its systems. This ensures a seamless user experience and supports business continuity amidst technological and market changes.

Risks Related to Cybersecurity and Data Privacy

"Nice One" relies on information systems and technologies in its operations, making it vulnerable to cyberattacks, technical errors, and system outages, which could affect business continuity and data security and privacy. To mitigate these risks, the company is committed to implementing cybersecurity controls, upgrading its IT infrastructure, and implementing backup systems and incident response plans to ensure information protection and operational continuity.

Risks Related to Increased Competition in the Sector

The cosmetics and personal care sector faces increasing competition due to the entry of local and international retailers, coupled with the rapid growth of e-commerce and the expansion of brands into direct sales channels. This can lead to price pressures and changes in customer behavior that impact a company's market share.

To address these challenges, Nice One is focusing on enhancing its customer experience and service excellence, developing and launching innovative products, and leveraging digital analytics to gain a deeper understanding of market needs. The company is also diversifying and expanding its sales channels and building supportive strategic partnerships to maintain its competitiveness, strengthen its market share, and support sustainable growth.

Risks Related to Safety Incidents in Warehouses and Professional Errors

"Nice One" is committed to implementing occupational safety and health standards. However, operational accidents or professional errors in warehouses can affect the continuity and efficiency of operations and may expose the company to legal or financial risks if non-compliance is not maintained. To address these risks, the company is committed to strengthening safety procedures, intensifying employee training programs, and updating work policies and procedures to ensure a safe working environment and operational stability.

Risks Related to Dependence on Key Suppliers

Nice One relies on a number of key suppliers for its cosmetics and personal care products, which can expose it to risks related to supply delays, changes in contract terms, or price fluctuations, potentially impacting product availability and profit margins. To mitigate these risks, the company is diversifying its supply sources, improving inventory management, and negotiating flexible contractual terms with suppliers to ensure a continuous supply and stable operations.

Risks Related to Political and Economic Conditions

Nice One's financial performance is affected by the economic and political conditions in the Kingdom, including exchange rate fluctuations, income levels, and fiscal policies, which may impact demand. Regional instability and global economic factors may also affect trade and supply chains. To address these challenges, the company focuses on enhancing its operational resilience, diversifying its supply sources, and adapting its strategies to evolving economic conditions, ensuring the stability of its operations and the sustainability of its growth.

Risks Related to Warehouse Operations

"Nice One" relies on the continuous operation of its warehouses, which exposes it to risks such as system failures, natural disasters, and regulatory violations that could affect storage and distribution operations. To address these challenges, the company develops its warehouse infrastructure, adopts advanced operating systems, and strengthens emergency plans to ensure operational efficiency and supply continuity.

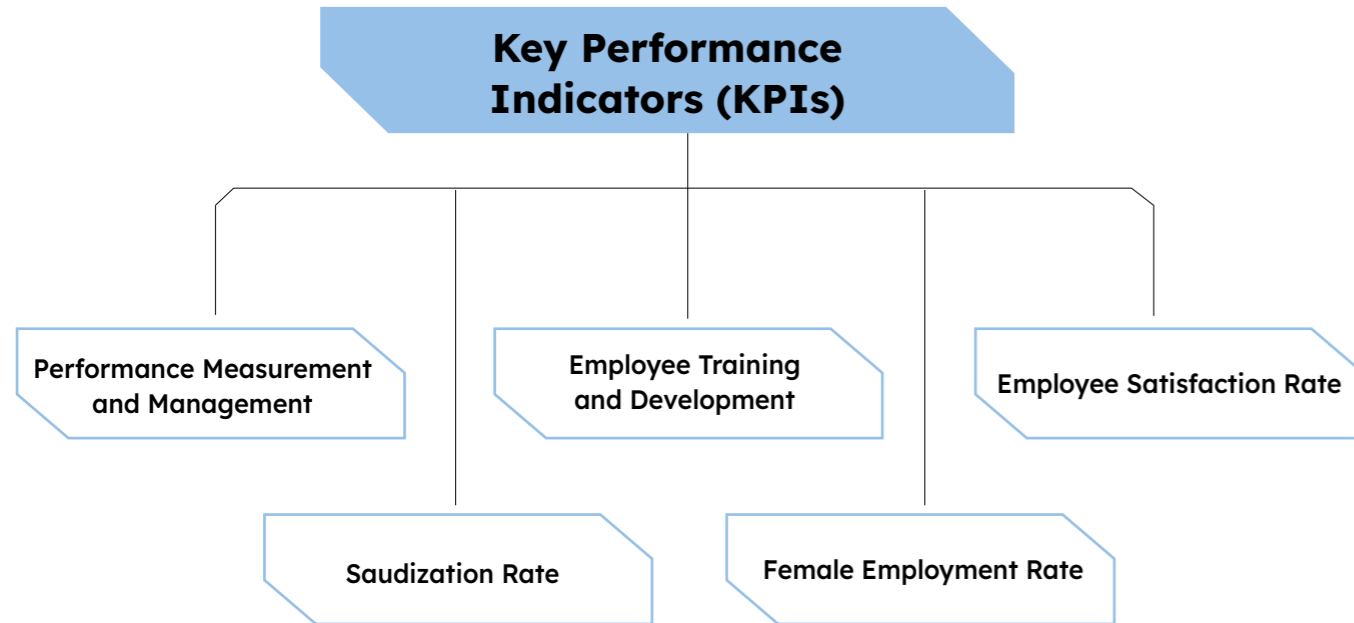
4- Human Resources

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Our Strategic Vision for Human Capital

“Nice One” understands that sustaining its leadership starts from within; therefore, we set clear strategic goals, which are: to create a leading organization in its field, supported by the best human talent and the highest standards of operational efficiency and professionalism.



Nice One’s Achievements for 2025G

- Achieving Platinum status in the Nitaqat program with a rate of 51%, reflecting the company’s commitment to Saudization and the sustainability of national talent.
- Launching the “Nice One” Empowerment” program, aimed at training and attracting talented recent graduates, thus supporting the development of a future talent pool for the company.
- Obtaining Mowaamah certification for a supportive work environment for people with disabilities, reinforcing the principles of inclusion and social responsibility.
- Participating in the Industriathon 2025G event at King Fahd University of Petroleum and Minerals, with the goal of attracting young talent and enhancing the company’s presence in academic circles.



Empowering National Talent in Operational Segments

Minds that Innovate... and Ambition that Flourishes

Behind every tap on our smart screens, and behind every order that reaches every customer, lies continuous planning and a highly efficient team. 2025G was an exceptional year for our human capital, as we welcomed new talent, strengthening our team and bringing our total to 635 employees. All of them contributed to the company’s growth and the achievement of its strategic objectives. We continue to cultivate a culture of teamwork and activate a dynamic system that recognizes human capital as one of the most important pillars of success in the post-listing phase.

“Nice One’s journey towards the platinum scale represents a commitment that goes beyond compliance, based on its belief in the capabilities of national talents who today make up half of the workforce and lead the workflow from logistics warehouses to technological innovation, in line with the Kingdom’s Vision 2030.”

Women Lead Change

At Nice One, women have become essential partners in our success story, now comprising 43% of our total workforce, bringing the total number of female employees to 267. This percentage increased from 34% to 43% between 2024G and 2025G.

With our expansion into offline stores, we have successfully attracted new Saudi talent who have found in our environment a safe space and fair opportunities for creativity and professional growth.

The year 2025G also marked a significant leap forward in women assuming leadership and supervisory positions in vital sectors such as logistics and business development, underscoring the company’s commitment to equal opportunities as a core corporate value and a key driver of growth.

Index	Year 2024G	Year 2025G	Rate of development / difference
Total number of employees	456	635	Growth rate of 39.23%
Saudization rate	51%	51%	---
Female participation rate	34%	43%	Growth rate of 26.47%



Localization Strategy

In keeping with Nice One’s national commitment, the company has maintained its Platinum status in Nitaqat Program for 2025G, achieving a localization rate of 51%, reflecting the success of its strategy in attracting Saudi talent and building an attractive and stable work environment that complies with the highest standards of the Ministry of Human Resources and Social Development.

The company’s commitment to localization was not limited to numbers, but extended to quality and type; as the recruitment policy during 2025G focused on empowering national talents in leadership positions, including senior and middle management, to ensure the sustainability of corporate knowledge and reduce reliance on external expertise in vital functions, thus enhancing business security and continuity.

Human Resources Management

The year 2025G witnessed a strategic shift towards establishing a comprehensive governance framework in line with the requirements of listed companies. Despite the challenges of rapid growth, the company maintained its stability by developing flexible and proactive business models that support attracting and retaining specialized talent, thus fostering sustainable growth.

To foster a culture of accountability and transparency, the company undertook a comprehensive update of its internal policies and procedures to align with global best practices and regulatory standards. This development has contributed to a clearer and more stable work environment, successfully reducing employee turnover and attracting specialized talent to ensure long-term sustainable growth, while also aligning individual performance with the company’s strategic and operational objectives.

This stability was reflected in very low job turnover rates; after the rate reached a maximum of 2.79% in January 2025G, retention strategies succeeded in reducing the overall average to settle between 1.3% and 1.6% during the second and third quarters of the year.

The “Nice One” retention strategy works by linking individual performance to the company’s strategic objectives through a competitive rewards package and employee wellbeing programs that ensure the retention of quality talent, particularly in leadership and sensitive technical positions, thereby reducing the risk of losing corporate knowledge and enhancing business continuity.

Digital Transformation in Human Resources Management: Limitless Efficiency

As part of its ongoing efforts to enhance operational efficiency and reduce wasted time, “Nice One” achieved an exceptional digital breakthrough in 2025G, with 95% of its Human Resources processes becoming fully automated. This transformation streamlined procedures and established an integrated technological system based on two key pillars:

01

Jisr Platform: This platform has been adopted as the primary and central system for managing employee data, tracking attendance and departure, and processing all administrative and financial requests and official correspondence. It ensures data accuracy and rapid access within a secure cloud environment. It allows employees to complete 95% of their transactions (such as financial requests and letters of introduction) through self-service, significantly increasing administrative efficiency without the need for additional administrative staff. This strategic investment has led to improved cost efficiency, enabling the company to manage a 40% workforce growth with high flexibility, reduce recruitment cycles, and accommodate the rapid expansion of offline stores without inflating administrative expenses.

02

Team Tailor Program: The program operates on an advanced Applicant Tracking System (ATS) platform supported by artificial intelligence technologies, which has led to improved quality of recruitment decisions by sorting resumes intelligently and professionally, and accelerating recruitment procedures to keep pace with the rapid expansion of the company’s business and the opening of physical stores (Offline Stores).



Designing Training Programs and an Ideal Work Environment for Employees

Job inclusion and community engagement

Under the title "A Work Environment That Embraces Everyone", "Nice One" embodied its values of social responsibility, as its efforts culminated in 2025G AD with obtaining the "Accommodation" certificate (Participant Category), which is an official license that confirms the readiness of the work environment in "Nice One" as a supportive and inclusive environment for people with disabilities.

The company also expanded its community impact through strategic partnerships with charities and academic institutions. "Nice One" stood out as a silver sponsor in the events of King Fahd University of Petroleum and Minerals, providing prizes, financial support and shopping vouchers, to confirm the company's commitment to being an active partner in building Saudi society and supporting the aspirations of its youth, in line with the objectives of the Kingdom's Vision 2030.

Work environment and employees' well-being

"Nice One" operates on the principle that belonging is a fundamental pillar of performance, and that customer satisfaction stems from employee satisfaction. Therefore, during 2025G, the company continued to enhance and elevate the work environment through interactive initiatives. It organized a series of national and social events aimed at integrating the cultural diversity of more than 600 employees into a single corporate culture and fostering a positive atmosphere in the workplace. This transformed recreational activities into a strategic tool for raising levels of employee loyalty and improving overall performance, which enhanced the smoothness of operations and team harmony, especially after the listing phase.

This stimulating environment has directly impacted the stability of the workforce and reduced employee turnover rates. This stability has also confirmed the success of the company's retention and loyalty strategies in preserving talent and minimizing the loss of competencies.

Developing the "Tamkeen" program: Investing in Minds and Empowering Tomorrow's Leaders

Recognizing that human capital is the true engine of technology investments, "Nice One" witnessed a qualitative shift in the design of development programs in 2025G through the launch of the enhanced version of the "Nice One" Empowerment" strategic program aimed at recent graduates.

This program is designed as a professional bridge spanning 3 to 6 months, combining intensive theoretical training through a Data Camp with 8 hours of daily field training, featuring job rotation across strategic departments to ensure comprehensive experience. Compared to last year's targets, "Nice One" successfully doubled its enrollment, attracting approximately 50 trainees from among the nation's top talent during the "Industriathon" conference at King Fahd University of Petroleum and Minerals (instead of the initial plan of 25 trainees).

The "Tamkeen" program is a qualitative investment aimed at building a "second tier" of leaders who possess the digital and innovative skills necessary to lead the future of e-commerce in the Kingdom, in line with the Kingdom's Vision objectives of localizing knowledge and enhancing national capabilities.

Occupational Health and Safety

"Nice One" places the safety of its employees at the forefront of its operational priorities, especially in its logistics and distribution centers. During 2025G, the company successfully maintained a zero lost-time injury (Zero LTI) record, thanks to the application of strict occupational safety standards and the training of 100% of field employees on emergency and prevention protocols, which enhances the sustainability of operations and protects human capital.

Smooth and Secure Technological Environment

The 'Nice One' digital shield and reliable performance

"Nice One" continues to solidify its position as a technology-driven company across all its departments. In 2025G, the company focused its efforts on investing in cutting-edge artificial intelligence (AI) technologies to support employees, enhance sales forecasting, and automate pricing, thereby strengthening its competitive edge.

As a testament to its commitment to protecting customer data and ensuring reliable infrastructure, "Nice One" achieved ISO/IEC 27001:2022 certification in December 2025G. This certification confirms that its systems adhere to the highest global standards in cybersecurity risk management and digital asset protection. This standardized compliance assures investors and customers that "Nice One" prioritizes data privacy as a cornerstone of its operating model, fostering trust in its e-commerce environment.

Furthermore, the company implemented a 24/7 Security Operations Center to ensure immediate response to any potential cyber threats. This system enables our technology to successfully handle all threats and intrusion attempts without any data breaches.

Future Challenges and Growth Management

"Flexibility to keep up in the post-listing phase" With the big leap in business scope and the opening of physical stores (Offline Stores), the Human Resources Department faced the challenge of managing workforce expansion while maintaining a healthy employee turnover rate.



5- Governance

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The Board of Directors of Nice One Beauty Digital Marketing Company and Its Subsidiaries

Board Members

The Board of Directors is responsible for overseeing the affairs of the company and ensuring the application of the highest standards of governance, in a manner that enhances the interests of the shareholders, while balancing between the interests of the stakeholders, including customers, employees, suppliers, and the community. According to the company's bylaw, the Board of Directors consists of seven members who were appointed by the Ordinary General Assembly of Shareholders on 09/05/2024. The term of office of each of them, including the Board Chairman, is four years. The table below shows the names of Board members and the description of their membership:

Name	Position	Membership Status (Executive Non-Executive Independent)
Mr. Amr Abdulaziz Al-Jalal	Chairman	Non-Executive
Mr. Abdulrahman bin Ali Al-Olayan	Vice Chairman	Executive
Prince Mansour bin Saad bin Mohammed Al Saud	Member	Independent
Mr. Omar bin Ali Al-Olayan	Member	Executive
Mr. Mohammed bin Ahmed Leghzayel	Member	Independent
Mr. Abdulaziz bin Mohammed AlRugaib	Member	Independent
Mr. Ibrahim bin Abdulrahman Al-Suhaibani	Member	Independent



Names of Board Members, Their Current and Previous Positions, Qualifications and Experience



Mr. Amr bin Abdulaziz Al-Jalal

Chairman of the Board

Membership Status

- Non-Executive

Qualifications

- Holds an MBA from Rice University, Houston – USA.
- Holds a bachelor's degree in information systems management - King Fahd University of Petroleum and Minerals.

Current Positions

- Managing Director & CEO - Namara Investment Company and all its subsidiaries - Dr. Sulaiman Al-Habib Investment Company.

Previous Positions

- Head of Private Equity & Investment Banking - Jadwa Investment Company.
- Vice President of Investment Banking - Saudi Fransi Capital.
- Director of the Registration and Listing Unit for the Industry and Services Sector - the Capital Market Authority and held several other positions.
- Banking Credit Officer, Commercial Banking Department, Saudi Awwal Bank (formerly Samba Financial Group).

Current Memberships in Nice One

- Chairman – Nice One Beauty Digital Marketing.
- Chairman of the Executive Committee – Nice One Beauty Digital Marketing.
- Member of the Nomination and Remuneration Committee – Nice One Beauty Digital Marketing.

Board's Chairman, Mr. Amr bin Abdulaziz Al-Jalal Memberships Outside Nice One Beauty Digital Marketing Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Morgan Stanley Saudi Arabia Board Member/ Chairman of Audit Committee/ Member of Compliance Committee	Closed Joint Stock Company	Inside the Kingdom
International Healthcare Company (Whites & Kunooz Pharmacies) Board Member	Closed Joint Stock Company	Inside the Kingdom
National Company for Agricultural Development (NADEC) Board Member/Chairman of the Nomination and Remuneration Committee//Member of the Executive Management	Listed Joint Stock Company	Inside the Kingdom
Saudi Investment Recycling Company (SRC) Board Member/Member of the Nomination and Remuneration Committee/Member of the Executive Management	Closed Joint Stock Company	Inside the Kingdom
Saudi Egyptian Company for Industrial Investments Board Member/Chairman of Investment Committee	Closed Joint Stock Company	Outside the Kingdom - Egypt
October Pharma Company Board Member	Joint Stock Company Listed in Egypt	Outside the Kingdom - Egypt
Hamat Holding Company Board Member	Closed Joint Stock Company	Inside the Kingdom
Hamad Mohammed Al-Rugaib & Sons Trading Company Board Member/Chairman of the Nomination and Remuneration Committee	Closed Joint Stock Company	Inside the Kingdom
Merak Capital Board Member	Closed Joint Stock Company	Inside the Kingdom
Material Recycling Environmental Services Company Board Member	Limited Liability Company	Within the Kingdom of Saudi Arabia

Previous Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Abdul Mohsen Alhokair Group Company for Tourism and Development Board Member	Listed Joint Stock Company	Inside the Kingdom
Jada Fund Board Member	Closed Joint Stock Company	Inside the Kingdom
Jubail and Yanbu Electricity and Water Utilities Company (Marafiq) Board Member/Audit Committee Member/Member of the Executive and Risks Committee	Listed Joint Stock Company	Inside the Kingdom
Saudi Agricultural and Livestock Investment Company (SALIC) Member of the Investment Committee	Listed Joint Stock Company	Inside the Kingdom



Mr. Abdulrahman bin Ali Al-Olayan

Vice Chairman

Membership Status

- Executive

Qualifications

- Holds a master’s degree in international management, University of Bridgeport, United States of America.
- Holds a bachelor’s degree in English from Qassim University, Kingdom of Saudi Arabia.

Current Positions

- Chief Marketing Officer – Nice One Beauty Digital Marketing, a Listed Joint Stock company

Previous Positions

- Senior Marketing Specialist - Marketing Manager, Enwar Company

Current Memberships in Nice One

- Vice chairman – Nice One Beauty Digital Marketing Company.
- Member of the Executive Committee – Nice One Beauty Digital Marketing.
- Chief Marketing Officer – Nice One Beauty Digital Marketing Company.

Vice Chairman, Mr. Abdulrahman bin Ali Al-Olayan Memberships, Outside Nice One Beauty Digital Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
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Previous Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
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Cozy Company Board Member	Limited Liability Company	Inside the Kingdom
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Direct Visa Company Board Member	Limited Liability Company	Inside the Kingdom
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Prince Mansour bin Saad bin Mohammed Al Saud

Board Member

Membership Status

- Independent

Qualifications

- Holds an MBA from Brunel University, UK.
- Holds a bachelor's degree in industrial engineering, King Saud University, Kingdom of Saudi Arabia.

Current Positions

- Assistant Secretary General – King Faisal Foundation.
- General Manager – Silver & Gold Metal Industries & Derivatives Co. Ltd.
- General Manager – Al Rafahia Real Estate Company.

Previous Positions

- Head of Strategic Planning - Industrial Development Fund.
- Credit Manager - Industrial Development Fund.
- Member of the Loan Committee – Industrial Development Fund.

Current Memberships in Nice One

- Board Member - Nice One Beauty Digital Marketing.
- Chairman of the Audit Committee - Nice One Beauty Digital Marketing.

Prince Mansour bin Saad bin Mohammed Al Saud's memberships outside Nice One Beauty Digital Marketing Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Sultan Food Company Vice Chairman	Inside the Kingdom	Listed Joint Stock Company
LPM Corporation (LPM) Board Member	Outside the Kingdom	Limited Liability Company
National Tourism Company Vice Chairman/Chairman of Audi Committee	Inside the Kingdom	Closed Joint Stock Company
Al Khuzama Investment Company Board Member/Chairman of Audit Committee	Inside the Kingdom	Closed Joint Stock Company
Arab House for Printing and Publishing Board Chairman	Inside the Kingdom	Limited Liability Company
Northfleet Harbourside Company Board Member	Outside the Kingdom	Closed Joint Stock Company

Previous Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Industrial Development Fund Loans Committee Member	Public Organization	Inside the Kingdom



Mr. Mohammed bin Ahmed Leghzayel

Board Member

Membership Status

- Independent

Qualifications

- Holds a master’s degree in information systems, University of Montreal, Canada.
- Holds a bachelor’s degree in engineering from the National Institute of Statistics and Applied Economics in Morocco.

Current Positions

- Founder, EDGE Business School

Previous Positions

- CEO, Richbond & Simmons Mattresses, Home & Hotel Furniture Company.
- Vice President of Business Development & General Manager of a Branch -Al Nahdi Company in the United Arab Emirates.
- Vice President of Human Resources & Information Systems - Savola Foods.
- Information Systems Manager - Procter & Gamble.
- Customer Service Manager - Royal Air Maroc.

Current Memberships in Nice One

- Board Member of Nice One Beauty Digital Marketing.
- Chairman of the Remuneration and Nomination Committee, Nice One Beauty Digital Marketing.
- Member of the Executive Committee, of Nice One Beauty Digital Marketing Company.

Mr. Mohammed bin Ahmed Leghzayel Memberships Outside Nice One Beauty Digital Marketing Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
EDGE Business School Company Board Member	Limited liability organizaiton	Outside the Kingdom

Previous Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Alnahdi Medical Company Member of the Nomination and Remuneration Committee	Joint stock listed company	Inside the Kingdom
Secondary French Board Member	Non-profit organization	Inside the Kingdom



Mr. Omar bin Ali Al-Olayan

Board Member

Membership Status

- Executive

Qualifications

- Holds a bachelor’s degree in law, Mustaqbal University, Kingdom of Saudi Arabia.

Current Positions

- Chief Executive Officer - Nice One Beauty Digital Marketing, a Listed Joint Stock Company.

Previous Positions

- (None)

Current Memberships in Nice One

- Chief Executive Officer - Nice One Beauty Digital Marketing.
- Board Member – Nice One Beauty Digital Marketing.
- Member of the Executive Committee – Nice One Beauty Digital Marketing.

Mr. Omar bin Ali Al-Olayan Memberships Outside Nice One Beauty Digital Marketing, a Listed Joint Stock Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
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Previous Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
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NOMU United Holding Company Vice Chairman	Closed Joint Stock Company	Inside the Kingdom
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Mr. Abdulaziz bin Hamad Al-Rugaib

Board Member

Membership Status

- Independent

Qualifications

- Holds a master's degree in chemical engineering, Cornell University, United States of America.
- Holds a bachelor's degree in petroleum engineering, University of Kansas, United States of America.

Current Positions

- Managing Director & CEO - Imtiaz Arabia Company.

Previous Positions

- Consultant - Payne & Company.
- Board Member & Executive Committee Member - Herfy Food Services Company.
- Board Member of the National Company for Agricultural Development (NADEC).
- Board Member of Iowa Corporation.

Current Memberships in Nice One

- Board Member - Nice One Beauty Digital Marketing.
- Member of the Executive Committee - Nice One Beauty Digital Marketing.
- Member of the Nomination and Remuneration Committee - Nice One Beauty Digital Marketing, a Listed Joint Stock Company.

Mr. Abdulaziz bin Hamad AlRugaib Memberships Outside Nice One Beauty Digital Marketing Company

Current Memberships:

Company Name	Legal Entity	Inside/Outside the Kingdom
Imtiaz Arabia Company Managing Director	Limited liability company	Inside the Kingdom
Future Fun Trading Company Board Member	Closed Joint Stock Company	Inside the Kingdom
Hamad Mohammed AlRugaib & Sons Trading Company Board Member and Member of the Executive Committee	Closed Joint Stock Company	Inside the Kingdom
VIP Sports Company Board Member	Closed Joint Stock Company	Inside the Kingdom
Impact Capital Board Member and Member of the Investment Committee	Closed Joint Stock Company	Inside the Kingdom
Al Rimah Real Estate Development Company Board Member	Closed Joint Stock Company	Inside the Kingdom

Previous Memberships:

Company Name	Legal Entity	Inside/Outside the Kingdom
Herfy Food Services Company Board Member and Member of the Executive Committee	Inside the Kingdom	Listed Joint Stock Company
National Company for Agricultural Development (NADEC) Board Member	Inside the Kingdom	Listed Joint Stock Company
Board Member of Iowa Corporation Board Member	Inside the Kingdom	Limited Liability Company



Mr. Ibrahim bin Abdulrahman Al-Suhaibani

Board Member

Membership Status:

- Independent

Qualifications:

- Holds an Executive MBA, London Business University, UK.
- Holds a bachelor’s degree in economics, Imam Mohammed bin Saud Islamic University, Kingdom of Saudi Arabia.

Current Positions:

- Chief Commercial Officer - Saudi Entertainment Projects Company.

Previous Positions:

- Chief Communications & Marketing Officer – Misk Art Institute.
- Executive Management Consultant - Al Amar Food Company.
- Executive Management Consultant - Independent Food Company.
- Executive Management Consultant - Pan Home Company.
- Chief Operating Officer - Alamar Food Company.
- General Manager of Marketing & Communication - Alamar Food Company.
- Chief Executive Officer - Major Responsibility Company for Advertising.
- Vice President of Marketing & Communications - Al Muhaidib Holding Group.

Current Memberships in Nice One

- Board Member - Nice One Beauty Digital Marketing.
- Member of the Audit Committee – Nice One Beauty Digital Marketing.

Mr. Ibrahim bin Abdulrahman Al-Suhaibani Memberships Outside Nice One Beauty Digital Marketing Company

Current Memberships

Company Name	Legal Entity	Inside/Outside the Kingdom
Alromansiah Catering Company Board Member/ Chairman of the Nomination and Remuneration Committee	Closed Joint Stock Company	Inside the Kingdom

Previous Memberships:

Company Name	Legal Entity	Inside/Outside the Kingdom
Resal Information Technology Company Board Member	Limited Liability Company	Inside the Kingdom
Fran-Way Consulting Services Vice Chairman	Limited Liability Company	Inside the Kingdom
Drive Seven Car Service Company Board Member	Closed Joint Stock Company	Inside the Kingdom

Second: Board Meetings Held in the Fiscal Year 2025G

Board Member	(Meeting #1) 03/03/2025G	(Meeting #2) 27/4/2025G	(Meeting #3) 13/07/2025G	(Meeting #5) 03/08/2025G	(Meeting #5) 30/10/2025G	(Meeting #6) 10/12/2025G	Number of Meetings Attended
Mr. Amr Abdulaziz Al-Jalal	✓	✓	✓	✓	✓	✓	6
Mr. Abdulrahman bin Ali Al-Olayan	✓	✓	✓	✓	✓	✓	6
Prince Mansour bin Saad bin Mohammed Al Saud	✓	✓	✓	✓	✓	✓	6
Mr. Omar bin Ali Al-Olayan	✓	✓	✓	✓	✓	✓	6
Mr. Mohammed bin Ahmed Leghazayel	✓	✓	✓	✓	✓	✓	6
Mr. Abdulaziz bin Mohammed AlRugaib	✓	✓	✓	✓	✓	✓	6
Mr. Ibrahim bin Abdulrahman Al-Suhaibani	✓	✓	✓	✓	✓	✓	6

Committees and Their Key Functions

A- Audit Committee

First: Roles and Responsibilities of the Audit Committee

The Audit Committee is responsible for monitoring the company's business and verifying the safety and integrity of its reports, financial statements, and internal control systems. The duties of the committee include in particular the following:

1- Financial Reports

- Studying the company's interim and annual financial statements before presenting them to the Board of Directors and giving its opinion and recommendations thereon to ensure integrity, fairness, and transparency of the financial statements.
- Providing a technical opinion, at the request of the Board of Directors, on whether the Board's report and the company's financial statements are fair, balanced, and understood and include information that allows shareholders and investors to assess the company's financial position, performance, business model, and strategy.
- Examining any important or unfamiliar issues included in the financial reports.
- Thoroughly investigating any issues raised by the company's CFO, his designee, the company's compliance officer, or auditor.
- Verifying the accounting estimates on material matters stated in the financial reports.
- Studying the accounting policies followed in the company and giving an opinion and making recommendation thereon to the Board of Directors.

2- Internal Audit

- Studying and reviewing the company's internal control and financial and risk management systems.
- Studying the internal audit reports and following up on the implementation of corrective actions for the observations stated therein.
- Monitoring and overseeing the performance and activities of the Internal Auditor and the Internal Audit Department in the company to verify the availability of the necessary resources and their effectiveness in the performance of the work and tasks assigned to it.
- Recommending to the Board of Directors the appointment of the Internal Audit Unit or Department Manager, or the Internal Auditor and proposing their remuneration.
- Overseeing the internal audit function, including reviewing its charter, scope, effectiveness, independence, objectivity, performance, and audit plan.
- Reviewing the results of internal audit activities with the internal auditor on a quarterly basis, or as needed, and examining the periodic and annual internal audit reports.
- Reviewing summaries of all internal audit reports, including management responses and noted exceptions, and following up on the implementation of corrective actions for the observations raised in internal audit reports.
- The Audit Committee has the final authority to review and approve the annual audit plan and any significant changes thereto.

3- The External Auditor

- Recommending to the Board of Directors the nomination and dismissal of the external auditors, determining their fees, and evaluating their performance, after verifying their independence, and reviewing their scope of work and terms of contracting with them.
- Verifying the independence, objectivity and fairness of the external auditor, and the effectiveness of the audit work, taking into account the relevant rules and standards.
- Reviewing the company's the external auditor's plan and work, and verifying that it does not submit technical, administrative, or consulting works beyond the scope of the audit work and providing its views in this regard.
- Answering the company's the external auditor's inquiries.
- Examining the external auditor's report and observations on the financial statements and following up on the decisions taken thereon.

4- Ensuring Compliance

- Reviewing the results of the regulatory authorities' reports and verifying that the company has taken the necessary measures in this regard.
- Verifying the company's compliance with the relevant laws, regulations, policies, and instructions.
- Reviewing the contracts and transactions proposed to be conducted by the company with the related parties and submitting its views thereon to the Board of Directors.
- Submitting matters for which action is required to the Board and making recommendations for action.

5- Risk Management

- Overseeing and enhancing the company's risk management framework.
- Identifying and monitoring the key risks faced by the company, assessing the management of such risks and align the risk management activities with the company's overall objectives and policies.
- Ensuring that risks are taken into consideration within acceptable limits, taking into account business objectives, company size, workload, ratios and their short- and long-term perspective.
- Ensuring that written policies and procedures are developed and maintained to identify, measure, monitor and control all key risks associated with the company's operations and objectives.
- Adopting risk management policies and procedures that determine the appropriate stages for the adoption of decisions, and other controls, budgets, and constraints for risk management and determining risk reporting requirements from an administrative perspective
- Receiving the results of the annual study from the internal auditor, in relation to the enforcement of the company's risk management policies and procedures and making recommendations for changes if issues arise in connection with the management deficiencies or problems in the methodologies used to measure risks.
- Carrying out administrative control tasks in all precautionary reviews and following up on any required administrative measures taken by the relevant sectors; and ensuring that there is a room for a «big picture» analysis of future risks that takes trends into account.
- Performing a critical assessment of the company's business strategies and plans from a risk management perspective.
- Examining the policies related to risk assessment and management, which include the key financial risks to which the company is exposed and the steps taken by the company's management to monitor and control such risks.
- Periodically reviewing the key risk assessment activities.
- Studying the legal claims filed against the company.
- Reviewing the company's business continuity plan.

6- Information Technology Systems Control:

Studying and reviewing the following with the management, external auditors, and internal auditors:

- The extent of effectiveness or weaknesses of the controls and security system of the company's information system.
- Any findings and important recommendations made by the external auditors and the Internal Audit Unit and the management responses thereto, including consideration of the timeline for the implementation of the recommendations to correct the weaknesses identified in the controls and security systems, including any material risks related to key controls.
- The status and adequacy of the management information systems and other information technologies.
- Considering the coordination of audit efforts with the Internal Auditor and External Auditors to ensure that the audit includes key system controls and risk areas related to information technology controls.

7- Other Responsibilities:

- Performing other works related to the above business upon request of the Board.
- Following up on allegations of physical, financial, ethical, or legal irregularities, and studying serious violations of company policies, alleged violations of statutory provisions or violations of the Code of Professional Conduct, which are raised by the internal auditor or any other employee.
- Conducting, supervising, and directing any special investigations, as required, in matters relating to the company's financial statements, internal controls, regulatory compliance or business ethics.
- Reviewing with the management and external auditors all material matters within the scope of the Committee's bylaws, including any changes to accounting principles, before making any decision on the reporting practices that have to be followed by the company, and submitting a report thereon to the Board.
- Reviewing and assessing the adequacy of the Audit Committee's bylaws annually, requesting the approval of the Board on the proposed changes, and ensuring disclosure in accordance with the appropriate methods and in accordance with the Law Provisions and Regulations.
- Studying the status of zakat and tax returns and tax matters with the management.
- Ensuring annually that all responsibilities set forth in the Committee's Bylaws are carried out.
- Periodically evaluating the performance of the audit committee and the performance of each member of the Audit Committee.
- Developing procedures for receiving, retaining, and addressing complaints received by the company in connection with accounting, internal accounting controls, or audit matters, including procedures for employees to submit their concerns regarding suspicious accounting or audit matters confidentially and anonymously.
- Be available at all times to receive suggestions, questions and recommendations from the external auditors, the internal auditor, and the Executive Management.

Second: Formation of the Audit Committee:

The Audit Committee of Nice One Beauty Digital Marketing Company consists of four independent members, two of whom are Board members and two members are non-Board members. The committee members were appointed by a decision of the Board of Directors, in accordance with the Corporate Governance Regulations issued by the Capital Market Authority. The members of the Audit Committee are as follows:

Name	Position	Membership Status (Executive, Non-Executive, Independent)
Prince Mansour bin Saad bin Mohammed Al Saud	Committee Chairman	Independent - Board Member
Mr. Ibrahim Abdulrahman Ibrahim Al-Suhaibani	Committee Member	Independent - Board Member
Mr. Abdulaziz Mohammed Abdulaziz Al-Mojil	Committee Member	Independent - Non - Board Member
Mr. Mohammed Abdulaziz Abdullah Al-Jarbou	Committee Member	Independent - Non-Board Member



Prince Mansour bin Saad bin Mohammed Al Saud

Committee Chairman

Membership Status

- Independent - Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Ibrahim bin Abdulrahman Al-Suhaibani

Audit Committee Member

Membership Status

Independent - Board Member

Qualifications and current and previous positions have been mentioned previously.



Abdulaziz Mohamed Abdulaziz Al-Mojil

Audit Committee Member

Membership Status:

Independent, Non-Board Member

Qualifications:

- Holds an MBA, University of Wolverhampton, UK, 2014.
- Holds a Higher Diploma in Business Administration, Thompson Rivers University, Canada, 2012.
- Holds a bachelor's degree in accounting, Imam Mohammed bin Saud Islamic University, Kingdom of Saudi Arabia, 2008.

Current Positions:

- Executive Director of Internal Audit, since 2023, Arriyadh Development Company, a joint stock company, operating in the field of investment management and real estate development.
- Chairman of the Audit Committee and Board Member, since 2025G, Arabia Romoz Company, a closed joint stock company, operating in the field of real estate development management.
- Member of the Audit Committee, since 2022, Rasan Information Technology Company, a public joint stock company, operating in the field of financial and insurance technology.

Previous Positions:

- Head of Internal Audit, from 2021 to 2023, Derayah Capital, a public joint stock company, operating in investment management, investment advisory, and brokerage.
- Head of Internal Audit, from 2017 to 2021, Higher Education Fund, a Saudi semi-governmental fund, and operates in the field of diversifying funding sources for universities and developing its mechanisms.
- Head of Internal Audit, from 2014 to 2017, Nayifat Finance Company, a public joint stock company, which operates in the field of providing Shariah-compliant financing solutions to individuals and institutions.
- Chief of Internal Audit and Risk Management, from 2014 to 2014, Risk Department, KPMG Professional Consulting, a closed joint stock company, engaged in the provision of audit, review, and consulting services.
- Assistant Accountant, from 2008 to 2009, KPMG Professional Consulting, a closed joint stock company, operating in the provision of audit, review, and consulting services.



Mohammed Abdulaziz Abdullah Al-Jarbou

Audit Committee Member

Membership Status:

Independent – Non-Board Member

Qualifications:

- Certified Public Accountant (CPA), American Institute of Certified Public Accountants, United States of America, 2017.
- Certified Public Accountant (SOCPA), the Saudi Organization for Chartered and Professional Accountants, Kingdom of Saudi Arabia, 2019.
- Holds a Bachelor of Science degree in Accounting, King Fahd University of Petroleum and Minerals, Kingdom of Saudi Arabia, 2014.

Current Positions:

- Since 2019, Vice President of Finance, Estidama Holding Company, a closed joint stock company, operating in the field of financial and real estate investment.

Previous Positions:

- Financial Reporting Manager, from 2018 to 2019, NEOM, a closed joint stock company, operating in the field of cities development.
- Audit Manager, from 2013 to 2018, Ernst & Young, a professional limited liability company, operating in the field of auditing, review, and consulting services.

Third: Audit Committee Meetings in 2025G

The committee held five meetings in 2025G

Audit Committee Member	(Meeting Date #1) 27/01/2025G	(Meeting Date #2) 28/02/2025G	(Meeting Date #3) 24/04/2025G	(Meeting Date #4) 23/07/2025G	(Meeting Date #5) 23/10/2025G	Number of Meetings Attended
Prince Mansour bin Saad bin Mohammed Al Saud	✓	✓	✓	✓	✓	5
Mr. Ibrahim Abdulrahman Al-Suhaibani	✓	✓	✓	✓	✓	5
Mr. Abdulaziz Mohammed Al-Mojil	✓	✓	✓	✓	✓	5
Mr. Mohammed Abdulaziz Al-Jarbou	✓	✓	✓	✓	✓	5

B- Remuneration and Nomination Committee

First: Roles and Responsibilities of Nomination and Remuneration Committee

The following is a description of the regular activities of the committee in the course of performing its functions.

With regard to nominations, the committee is vested with the following responsibilities:

- Proposing clear policies and criteria for membership of the Board and Executive Management.
- Recommending to the Board of Directors the nomination and re-nomination of its members in accordance with the adopted policies and standards, taking into account that no person who has been previously convicted of a crime affecting honesty shall not be nominated.
- Preparing a description of the abilities and qualifications required for membership of the Board and the Executive Management positions.
- Determining the time a member has to devote for the work of the Board.
- Annual reviewing the necessary skills or experience requirements that are appropriate for Board Membership and the Executive Management positions.
- Reviewing the structure of the Board of Directors and Executive Management and making recommendations on possible changes.
- Annually verifying the independence of independent members, and that there is no conflict of interest if the member holds membership of the board of directors of other companies.
- Developing job descriptions for executive managers, non-executive managers, independent board members, and senior executives.
- Establishing special procedures in the event of a vacant position of a member of the Board of Directors or senior executives.
- Identifying the weaknesses and strengths of the Board of Directors and proposing solutions to address them to the best interest of the company.

With regard to remuneration, the committee is responsible for:

- Preparing a clear policy for the remuneration of the members of the Board of Directors, its committees, and the Executive Management; shall submit the said policy to the Board of Directors, as a preliminary step before approval by the General Assembly, provided that the policy takes into account the standards related to performance.
- Disclosing the policy and ensuring implementation thereof.
- Clarifying the relationship between the remunerations granted and the applicable Remunerations Policy and stating any material deviations from the said policy.
- Periodically reviewing the remuneration policy and assess its effectiveness in achieving its objectives.
- Recommending to the Board of Directors the remunerations of the Board, its committees, and senior executives in accordance with the approved policy.
- Recommending the evaluation, enhancement and proposing of annual increases and salary change bonuses in respect of the Chief Executive Director and recommending the same to the Board of Directors.
- In accordance with Article (76) of the Companies' Law and in accordance with the Articles of Association (Article 22), the Company's Articles of Association shall determine the method of remuneration of the members of the Board of Directors. Such remuneration may consist of a certain amount, certain benefits, or a certain percentage of net profits or retained profits as determined by the Board of Directors. The remunerations shall also be based upon the recommendation of the Remuneration and Nomination Committee and approved by the General Assembly, upon recommendation of the Board of Directors, and to the extent stipulated in the Companies' Law, or any other regulations, resolutions, or instructions supplementary thereto. In addition, the remuneration may include an attendance allowance and a transportation allowance as determined by the Board of Directors subject to the regulations, decisions and instructions in force and issued by the competent authorities in the Kingdom of Saudi Arabia
- The report of the Board of Directors submitted to the Ordinary General Assembly shall include a detailed statement of all amounts which the members of the Board of Directors received or were entitled to during the fiscal year in the form of remunerations, allowances, expenses, and other benefits. The report shall also include a statement of the amounts received by Board members as employees, executives, or received against technical, administrative, or advisory services, as well as a statement of the number of meetings of the Board and the number of meetings attended by each member since the date of the last meeting of the Ordinary Assembly.
- Evaluating and recommending the level of remunerations for the Executive Management, including the Chief Executive Director. The Committee shall submit the remuneration report to the Board of Directors annually for approval

Second: Formation of the Nomination and Remuneration Committee:

The Nomination and Remuneration Committee of Nice One Beauty Digital Marketing Company consists of three Board members, two of whom shall be independent, and one shall be a non-executive member, who were appointed by a decision of the Board of Directors. The members of the committee are as follows:

Name	Position	Membership Status (Executive, Non-Executive, Independent)
Mr. Mohammed bin Ahmed Leghzayel	Chairman	Independent – Board Member
Mr. Amr bin Abdulaziz Al-Jalal	Member	Non-Executive – Board Member
Mr. Abdulaziz bin Mohammed AlRugaib	Member	Independent – Board Member

Third: Meetings of the Remuneration and Nomination Committee in 2025G

The committee held three (3) meetings in 2025G, as follows:

Member of the Remuneration and Nomination Committee	(Meeting #1) 4/03/2025G	(Meeting #2) 26/06/2025G	(Meeting #3) 06/10/2025G	Number of Meetings Attended
Mr. Mohammed bin Ahmed Leghzayel	✓	✓	✓	3
Mr. Amr bin Abdulaziz Al-Jalal	✓	✓	✓	3
Mr. Abdulaziz bin Mohammed Al-Rugaib	✓	✓	✓	3



Mr. Mohammed bin Ahmed Leghzayel

Chairman of the Nomination and Remuneration Committee

Membership Status

- Independent – Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Amr bin Abdulaziz Al-Jalal

Member of the Nomination and Remuneration Committee

Membership Status

- Independent – Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Abdulaziz bin Mohammed Al-Rugaib

Member of the Nomination and Remuneration Committee

Membership Status

- Independent – Board Member

Qualifications and current and previous positions have been mentioned previously.

C- The Executive Committee

First: Roles and Responsibilities of the Executive Committee

The tasks set forth below constitute the ordinary and general activities performed by the committee within the course of discharging its responsibilities. Where these tasks serve as a guide, the company may not be bound by them as appropriate, and as the circumstance may require.

- a- Assisting the Board in carrying out the activities and tasks entrusted to it in order to streamline and facilitate the company's business.
- b- Holding regular meetings with the Executive Management in order to monitor work progress and any related challenges.
- c- Reviewing the company's objectives, strategy and plans (strategic and operational) and making recommendations in that regard to the Board of Directors.
- d- Reviewing the key performance indicators of the Executive Management and objectives associated to it, making recommendation to the Board in that regard, and monitoring the performance of the management accordingly.
- e- Reviewing the CEO's recommendation regarding the company's strategy, its operations, and strategic plan.
- f- Overseeing the implementation of strategic plans in order to achieve the general objectives of the company.
- g- Reviewing the company's organizational structure and making recommendation in that regard to the Board of Directors.
- h- Reviewing the policies and procedures set by the Executive Management and making recommendations in that regard to the Board of Directors.
- i- Overseeing the day-to-day implementation of the Board's policies.
- j- Improving and enhancing the company's technologies and technical support.
- k- Managing relationships with key suppliers.
- l- Reviewing operational plans, capital expenditure plans and other studies or plans that have a material impact on the company's operations and making recommendation in regards their approval to the Board of Directors.
- m- Reviewing any amendments proposed by management to any existing or new investment principles or guidelines, of a general nature and making recommendations in that regard to the Board of Directors.
- n- Reviewing investments and acquisitions and the binding offers made in relation to any project, and reviewing any additional changes or reviews made to such investments or offers made or to be made by the company, based on the authorization matrix approved by the Board of Directors.
- o- Reviewing the annual budget and making recommendation in that regard to the Board.
- p- After each meeting of the Executive Management, submitting to the Board reports that shall include all decisions taken, recommendations made, and any other relevant matters.
- q- The Executive Committee shall convene prior to each Board meeting to discuss the Board's agenda.
- r- The committee shall have the powers of the Board to carry out and approve the activities entrusted to it by the Board, except as follows:
 - Adoption of the annual budget;
 - Approval of periodic and annual financial reports;
 - Approval the company's business strategies.
 - The committee shall undertake any other activities that may be assigned to it by the Board from time to time.

Second: Formation of the Executive Committee:

The Executive Committee of Nice One Beauty Digital Marketing Company consists of five (5) members, who were appointed by a decision of the Board of Directors. The members of the Executive Committee are as follows:

Name	Position	Membership Status (Executive, Non-Executive, Independent)
Mr. Amr Abdulaziz Al-Jalal	Chairman	Non-Executive
Mr. Abdulrahman bin Ali Al-Olayan	Member	Executive
Mr. Mohamed Leghzayel	Member	Independent
Mr. Omar bin Ali Al-Olayan	Member	Executive
Mr. Abdulaziz Al-Rugaib*	Member	Independent

*Mr. Abdulaziz bin Mohammed Al-Rugaib was appointed as a member of the Executive Committee on April 27, 2025G.



Mr. Amr bin Abdulaziz Al-Jalal

Chairman of the Executive Committee

Membership Status

- Non-Executive - Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Abdulrahman bin Ali Al-Olayan

Executive Committee Member

Membership Status

- Executive - Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Mohamed Leghzayel

Executive Committee Member

Membership Status

- Independent - Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Omar bin Ali Al-Olayan

Executive Committee Member

Membership Status

- Executive - Board Member

Qualifications and current and previous positions have been mentioned previously.



Mr. Abdulaziz bin Mohammed Al-Rugaib

Executive Committee Member

Membership Status

- Independent - Board Member

Qualifications and current and previous positions have been mentioned previously.

Third: Executive Committee Meetings in 2025G

The Executive Committee held Thirteen (13) meetings in 2025G

Name	(Meeting #1) 13/01/2025G	(Meeting #2) 10/02/2025G	(Meeting #3) 10/03/2025G	(Meeting #4) 22/04/2025G	(Meeting #5) 19/05/2025G	(Meeting #6) 30/06/2025G	(Meeting #7) 28/07/2025G	(Meeting #8) 25/08/2025G	(Meeting #9) 17/09/2025G	(Meeting #10) 26/10/2026	(Meeting #11) 24/11/2025G	(Meeting #12) 03/12/2025G	(Meeting #13) 22/12/2025G	Number of Meetings Attended
Mr. Amr Abdulaziz Al-Jalal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	13
Mr. Abdulrahman bin Ali Al-Olayan	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	9
Mr. Mohamed Leghzayel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	13
Mr. Omar bin Ali Al-Olayan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	13
Mr. Abdulaziz Al-Rugaib*					✓	✓	✓	✓	✓	✓	✓	✓	✓	9

*Mr. Abdulaziz bin Mohammed Al-Rugaib was appointed as a member of the Executive Committee on April 27,2025G.

The Executive Management:

Mr. Omar bin Ali bin Abdulrahman Al-Olayan

Academic Qualifications	<ul style="list-style-type: none"> • Holds a bachelor's degree in law, Mustaqbal University, Kingdom of Saudi Arabia.
Current Positions	<ul style="list-style-type: none"> • Chief Executive Officer
Previous Positions	<ul style="list-style-type: none"> • None

Mr. Abdulrahman Bin Ali Bin Abdulrahman Al-Olayan

Academic Qualifications	<ul style="list-style-type: none"> • Holds a master's degree in international management, University of Bridgeport, United States of America. • Holds a bachelor's degree in English, Qassim University, Kingdom of Saudi Arabia.
Current Positions	<ul style="list-style-type: none"> • Chief Marketing Officer
Previous Positions	<ul style="list-style-type: none"> • Marketing Manager of Enwar Company • Board Member of Cozi Company • Board Member of Direct Visa

Mr. Mohamed Imran Ali Ahmed

Academic Qualifications	<ul style="list-style-type: none"> • Holds a bachelor's degree in computers and commerce, University of the Punjab, Pakistan, 1998. • Certified Public Accountant and Administrator Chartered Accountancy, Institute of Management Certified Public Accountants, Pakistan in 2008. • Certified Management Accountant (CMA) in Accounting, Institute of Management Accountants, United States of America, 2011.
Current Positions	<ul style="list-style-type: none"> • Chief Financial Officer
Previous Positions	<ul style="list-style-type: none"> • CFO – Cenomi Retail, a Listed Joint Stock Company • Chief Financial Officer – Nesic Group LLC • Chief Financial Officer – Kamal Othman Jamjoom Company • Account Executive, Haier Home Appliances Company

Mr. Bandar bin Abdulrahman bin Abdulaziz Al-Dhalea

Academic Qualifications	<ul style="list-style-type: none"> • Holds a bachelor's degree in business administration, Imam Mohammed bin Saud Islamic University, Kingdom of Saudi Arabia, 2017. • Holds a certificate of digital transformation course, Ministry of Communications and Information Technology, Kingdom of Saudi Arabia, 2021.
Current Positions	<ul style="list-style-type: none"> • Chief Information Technology Officer
Previous Positions	<ul style="list-style-type: none"> • Head of Marketing Department - Change Institute for Consulting

Mr. Saleh bin Abdulaziz bin Saleh Al-Othman

Academic Qualifications	<ul style="list-style-type: none"> • Holds a Higher Diploma in Human Resources Management, Majmaah University, Kingdom of Saudi Arabia, 2022. • Holds a bachelor's degree in Translation (English), Qassim University, Kingdom of Saudi Arabia, 2020.
Current Positions	<ul style="list-style-type: none"> • Director of Human Resources & Administrative & Legal Affairs
Previous Positions	<ul style="list-style-type: none"> • Human Resources Manager - Al-Raed Club (KSA)

Mr. Saeed Hamed Abdulwadood Ahmed

Academic Qualifications	<ul style="list-style-type: none"> • Holds a Diploma in Supply Chain Management. • Holds a Technical Certificate (CBOP, CSCP, SCOR). • Holds a Certificate of Advisory Board Member, UBT University – with a Major in Supply Chain.
Current Positions	<ul style="list-style-type: none"> • Chief Supply Chain Officer
Previous Positions	<ul style="list-style-type: none"> • Sales Representative at Al-Saraei Furniture Company, 1992 to 1994. • Warehouse Keeper, Savola Packaging Systems Company, 1994 to 1999. • Tetra Pack Company – Saudi Arabia, Warehouse and Logistics Supervisor, 1999 to 2002. • Supply Chain Coordinator, 2002 to 2006, • Warehouse Manage, Agility Company between 2006 and 2007, after which he joined Nahdi Medical Company, where he assumes several positions: • Manager of Warehouses and Customer Service, 2001 to 2007. • Director of National Operations, 2011 to 2014 • Director of Logistics Operations, 2014 to 2023, • Senior Manager of Logistics Operations, 2023 to 2025G.

Mr. Mohammed Nabil Al-Adawi

Academic Qualifications	<ul style="list-style-type: none"> • Holds an MBA in Strategic Management, VERN University, • Holds a Bachelor of Pharmacy, Tanta University.
Current Positions	<ul style="list-style-type: none"> • Chief Commercial Officer
Previous Positions	<ul style="list-style-type: none"> • He served as Business Unit Manager, Nice One Beauty Digital Marketing Company, June 2024 to May 2025G, where he supervises the Health and Beauty Business Unit. • Served as Senior Director of E-Commerce, Nahdi Company, 2022 to 2024, and led the Nahdi Global Project. • He served as Senior Category Manager, Nahdi Company, 2020 to 2022. • He started his career as Assistant Category Manager at Nahdi Company, 2017 to 2020, in the fields of healthcare and consumer products.

* Mr. Mohamed Nabil Al-Adawi assumed his position as CEO of the Commercial Department on 2025/09/08G

Rehab Abduljaleel Al-Khalafat

Academic Qualifications	<ul style="list-style-type: none"> • Holds a Master of Science degree from the Tunisian School of Engineering in Tunisia.
Current Positions	<ul style="list-style-type: none"> • Director of Performance and Strategic Planning
Previous Positions	<ul style="list-style-type: none"> • Group Director of Revenue and Commercial Operations – Jumia • Director of Performance and Planning – Jumia Tunisia • Commercial Planning Director – Jumia Tunisia • Director of Business Analysis and Data Science – Société Magasin Général, Tunisia

Evaluation of the Board Performance

Based on the recommendations of the Nomination and Remuneration Committee, Nice One Beauty Digital Marketing Company has adopted an annual form for evaluating the performance of the Board of Directors. The form is completed by each member on an independent basis and includes evaluating the overall performance and identifying areas for improvement, with the results to be reviewed by the Chairman of the Board of Directors.

Measures Taken by the Board to Inform Its Members, Especially Non-Executive Members, of the Shareholders’ Suggestions and Observations Regarding the Company and Its Performance.

The Board of Directors of the company, via the meetings of the General Assembly of Shareholders, shall open the door for discussion for the shareholders to express their observations and suggestions regarding the company and its performance in a transparent manner. Their questions and inquiries are answered during the meeting of the General Assembly. Such questions and answers shall be included in the minutes of the meeting of each assembly and presented to the members of the Board of Directors for information.

The company has established a special shareholder relations department that aims to deal with and respond in timely manner to all inquiries and complaints of shareholders. The department shall hold quarterly meetings to discuss the financial results with the shareholders.

Remuneration Policy for Members of the Board, Committees, and the Executive the Management

The Remuneration and Nomination Committee is responsible for recommending to the Board the remuneration of the members of the Board, committees, and senior executives of the company.

The company is committed to taking into account the following in its Remuneration Policy:

- The policy shall be aligned with the company's strategy and goals.
- Remuneration provided should motivate the members of the Board and the Executive Management for the purpose of the company to succeed and grow in the long term. The changing portion of the remuneration may be linked to long-term performance.
- Remuneration should be determined based on the job level, the tasks and responsibilities assigned to the incumbent, academic qualifications, work experience, skills, and level of performance.
- The policy shall be aligned with the size, nature, and degree of risks of the company.
- The policy shall take into account the practices of other companies in determining remunerations, while avoiding undue increases in remunerations and compensation.
- The policy shall aim to attract, retain, and motivate professional competencies, while not exaggerating them.
- The policy shall be prepared in coordination with the Remuneration and Nomination Committee when new appointments are made.
- Suspension or redemption of remuneration if found to have been decided based on inaccurate information provided by a member of the Board of Directors or the Executive Management in order to prevent office abuse to obtain undue remunerations.

Board Members

- In accordance with the Articles of Association, the remuneration of the members of the Board shall be a certain amount, privileges in-kind, or a certain percentage of net profits, in accordance with the provisions of the Companies' Law, the Corporate Governance Regulations, and the rules and standards set by the Capital Market Authority in this regard. The Board's report to the Ordinary General Assembly shall include the remuneration policy and the mechanisms for determining such remuneration, as well as a comprehensive statement of all remunerations, expense allowances and other benefits received by the members of the Board during the fiscal year. The report should also include a statement of what the members of the Board have received as employees or administrators or what they have received against technical, administrative, or advisory works, based on the General Assembly's approval.
- Remuneration of independent members shall not be a percentage of the profits made by the company or directly or indirectly based on the profitability of the company.

Executive Management

Executive management remuneration shall include:

- A basic salary (to be paid at the end of the month and on a monthly basis);
- Allowances including, but not limited to, housing allowance, car allowance, telephone allowance, and education allowance for children;
- Insurance benefits, including but not limited to medical insurance, health insurance, life insurance, and accident insurance;
- Short-term incentive plans linked to individual and company performance, and long-term incentive schemes such as stock options;
- Other benefits include but are not limited to annual leave, annual airfare tickets, and an end-of-service award.

Payment of Remunerations

- Remunerations shall be paid in Saudi Riyals, and payment shall be made through a permanent direct debit to the bank accounts specified by the relevant person
- The relationship between the rewards granted and the applicable remuneration policy, along with an explanation of any material deviation from this policy.
- There are no material deviations in the granted rewards from the adopted remuneration policy.

The Relationship Between Remuneration Granted and the Approved Remuneration Policy, Including Any Material Deviations

There are no material deviations in the bonuses granted from the approved remuneration policy, except for what is mentioned regarding the Board of Directors members waiving their bonuses.

First: Remuneration of Board Members

We would like to note that the members of the Board of Directors have waived their remuneration for board membership and for membership in its subcommittees, in addition to allowances for attending Board and committee meetings, for the fiscal year 2025G.

Name	Fixed Remunerations							Variable Remunerations					End of Service Award	Total	Expenses Allowance		
	Certain Amount	Allowance in lieu of attending Board meetings	Total Attendance Allowance	Privileges In-Kind	Remunerations against technical, administrative, and advisory work	Remuneration of the Chairman, Managing Director, or Secretary if a Board member	Total	Percentage of profits	Periodic remunerations	Short-term incentive plans	Long-term incentive plans	Shares granted (value to be entered)				Total	
First: Independent Members																	
Mr. Mohamed Ahmed Leghzayel	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	57,036
Prince Mansour bin Saad bin Mohammed Al Saud	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-
Mr. Ibrahim Abdulrahman Al-Suhaibani	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-
Mr. Abdulaziz Mohammed Al-Rugaib	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57,036
Second: Non-Executive Members																	
Mr. Amr Abdel Aziz Al-Jalal	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-
Total	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	0
Third: Executive Members:																	
Mr. Omar bin Ali Al-Olayan	0	0	0	-	-	-	0	-	-	-	-	-	-	-	-	-	-
Mr. Abdulrahman bin Ali Al-Olayan	0	0	0	0	0	0	0	-	-	-	-	-	-	-	-	-	-
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57,036

Ticket, housing allowance, and other expenses.

Second: Remuneration of Audit Committee Members:

Name of the Audit Committee Member	Fixed Remuneration (Excluding Session Attendance Allowance)	Attendance Allowance	Total
Prince Mansour bin Saad bin Mohammed Al Saud	0	0	0
Mr. Ibrahim Abdulrahman Al-Suhaibani	0	0	0
Mr. Abdulaziz Al-Mojil	100,000	10,000	110,000
Mr. Mohammed Al-Jarbou	100,000	10,000	110,000
Total Remunerations	200,000	20,000	220,000

*We would like to note that the members of the Board of Directors have waived their remuneration for board membership and for membership in its subcommittees, in addition to allowances for attending Board and committee meetings, for the fiscal year 2025G.

Third: Remuneration of the Members of the Remuneration and Nomination Committee:

Name of the Member of the Nomination and Remuneration Committee	Fixed Remuneration (Excluding Session Attendance Allowance)	Attendance Allowance	Total
Mr. Mohamed Ahmed Leghzayel	0	0	0
Mr. Amr Abdel Aziz Al-Jalal	0	0	0
Mr. Abdulaziz Mohammed Al-Rugaib	0	0	0
Total Remunerations	0	0	0

*We would like to note that the members of the Board of Directors have waived their remuneration for board membership and for membership in its subcommittees, in addition to allowances for attending Board and committee meetings, for the fiscal year 2025G.

Five Senior Executive Remuneration

Details of Senior Executive Remunerations and Compensations	Fixed Remunerations				Variable Remunerations						End of Service Award	Total Remuneration of the Executives for Board Membership, if any.	Grand Total
	Salaries	Allowances	In-kind privileges	Total	Periodic remuneration	Profit	Short-term incentive plans	Long-term incentive plans	Shares Granted (Value to be entered)	Total			
Five of the company's senior executives who received the company's highest remunerations including the CEO and Chief Financial Officer	8,336,270	0	0	8,336,270	0	0	70,000	0	0	70,000	(196,964)	0	8,209,306

Fourth: Remuneration of the Executive Committee Members:

Name of the Executive Committee Member	Fixed Remuneration (Excluding Session Attendance Allowance)	Attendance Allowance	Total
Mr. Amr Abdulaziz Al-Jalal	0	0	0
Mr. Abdulrahman Ali Al-Olayan	0	0	0
Mr. Omar Ali Al-Olyan	0	0	0
Mr. Mohammed bin Ahmed Leghzayel	0	0	0
Mr. Mohammed Abdulaziz Al-Rugaib	0	0	0
Total Remunerations	0	0	0

*We would like to note that the members of the Board of Directors have waived their remuneration for board membership and for membership in its subcommittees, in addition to allowances for attending Board and committee meetings, for the fiscal year 2025G.

The Company Policy on Dividend Distribution and Shareholders' Rights

First: Company's Policy on Dividend Distribution

Dividend Distribution

Distributable Earnings

Distributable dividends consist of net income during the fiscal year, net of all amounts set aside for the reserve allocated for specific purposes, if any, in the company's articles of association, or amounts to be set aside for reserves established by the General Assembly, in addition to retained profits and distributable reserves that are made up of dividends.

Being part of the shareholders' rights, it is prohibited to use the company's share premium account for the purpose of distributing cash dividends to shareholders.

Timing of Dividend Payment

The Board of Directors shall implement the resolution of the General Assembly on the distribution of dividends to registered shareholders within fifteen (15) working days from the date of their entitlement to such dividends, as specified in that resolution or in the resolution of the Board of Directors to distribute interim dividends.

Interim Dividend Distribution

In accordance with Article (44) of the Articles of Association, the company may distribute interim dividends to shareholders on a quarterly or semi-annual basis, in accordance with the audited and examined financial statements and in accordance with the regulatory controls issued by the competent authorities, and in accordance with the following:

- 1- The General Assembly shall issue a resolution to be reviewed annually, authorizing the Board of Directors to distribute interim dividends.
- 2- The company shall have reasonable liquidity and is able to reasonably predict the size of its profits.
- 3- The company shall have distributable dividends for one or more years in accordance with the most recent audited financial statements, sufficient to cover the proposed dividend distribution, after deducting the amounts distributed and capitalized from the profits after the date of such financial statements.
- 4- The distributable dividends shall consist of the balance of retained profits contained in the statement of financial position prepared in the period prior to the period in which the distribution decision was issued, in addition to the balance of any distributable reserves.
- 5- Distributable reserves shall include any reserves created from profits that are not intended for specific purposes, or the reserves that were created for a specific purpose and have since been cancelled.

The Board's annual report presented to the company's General Assembly shall include the dividend rates distributed to shareholders during different periods of the fiscal year, in addition to the dividend share proposed to be distributed at the end of the fiscal year, as well as the total dividend amounts.

Dividends shall be recorded in the account of accumulated retained profits for prior years or in the distributable reserves of dividends, or both. The company must take into account a sequential and consistent approach in determining the method and proportions of dividends in light of the company's capabilities and available liquidity. The Board of Directors shall also disclose and announce the periodic dividend percentages approved for distribution to shareholders on the specified dates.

The company shall also disclose to the assembly and the public immediately and without delay any decision it takes to distribute interim dividends.

Sources and Amounts of Dividends

After deducting all other general expenses, costs and provisions, including Zakat, provisions and other reserves, the company shall distribute the net dividends to the shareholders as follows:

- 1- When determining earnings per share in the net profits, the Ordinary General Assembly shall decide to form other reserves, to the extent that it is in the interest of the company or ensures the distribution of fixed dividends to the shareholders as much as possible. The assembly may also deduct amounts from the net profits for social purposes that benefit of the company's employees.
- 2- The General Assembly shall determine the percentage of net profits to be distributed to shareholders after deducting any reserves, if any.
- 3- The company may distribute interim dividends to the shareholders in accordance with the provisions of Article (12-3) of this Policy.
- 4- The remaining profits shall be set aside to support the company's financial position.

Entitlement to Dividends

With regard to the entitlement of dividends, Article (45) of the company's Articles of Association stipulates as follows:

"The shareholders shall be entitled to their share of dividends in accordance with the resolution of the General Assembly issued in this regard. The resolution shall indicate date of maturity and date of distribution. Entitlement to the dividends shall be for the shareholders registered in the shareholders' registers at the end of maturity day. The Board of Directors shall implement the resolution of the General Assembly regarding the distribution of dividends to shareholders."

General Provisions

The accrual of any interest on unclaimed dividends is prohibited.

For the purpose of organizing and completing the distribution of dividends, the company may seek the assistance of a third party represented by one of the banks with which the company deals. The use of a third party does not relieve the company of its legal obligations to shareholders in relation to the distribution of dividends.

The company shall deduct 5% of cash dividends due to non-Saudi shareholders as withholding tax.

Second: Dividend Distribution Statement for 2025G

No dividends have been distributed to shareholders in 2025G.

Third: Shareholders' Rights

- Based on the company's keenness, interest, and care for the rights of its shareholders and stakeholders, the company has included these rights in the company's governance bylaws. The company is also keen to inform its shareholders and investors of all important developments, through the publication of financial reports, announcements, and material information on the Stock Exchange website «Tadawul», the company's website and the general assemblies of shareholders.
- The Board of Directors is committed to providing complete, clear, correct, and non-misleading information to enable the shareholders to exercise their rights in full and shall provide such information in a timely manner.
- The Board of Directors is committed to protecting the rights of shareholders in a way that ensures fairness and equality among them and shall not discriminate between shareholders owning the same class of shares. The Board shall ensure that no right is withheld and shall warrant that all shareholders exercise their prescribed rights, and to ensure that shareholders receive dividends that are decided to be distributed either in cash or by issuing shares.
- The Board of Directors shall invite shareholders to attend the ordinary and extraordinary general assemblies, facilitate their participation in the deliberations in the assemblies and vote on their decisions, receive their inquiries, and review the company's books and documents, including data and information related to the company's activity, and its operational and investment strategy, in a manner that does not harm the company's interests and does not contradict with the Companies' Law and the Capital Market Law and their implementing regulations.
- The company has established an investor relation department, which aims for effective and fair communication between the company and its shareholders.
- The company shall hold periodic meetings with shareholders to discuss the financial results.

Fourth: Register of Shareholders Requests.

The company's shareholders' register was requested through the Securities Depository Centre (Edaa) (enter the number of times the company's shareholders' register was requested) times in 2025G.

#	Date	Reason for Requesting the Register
1	12/10/2025G	For internal company reporting
2	23/06/2025G	General Assembly
3	22/06/2025G	For internal company reporting
4	09/03/2025G	For internal company reporting
5	09/03/2025G	For internal company reporting
6	15/01/2025G	For internal company reporting

Company Announcements on Tadawul Website

Date of Announcement	Announcement Summary
03/11/2025G	• Nice One Beauty Digital Marketing Company announces that it has conducted a conference call with investors and financial analysts to discuss the financial results for the third quarter of the fiscal year 2025G on 11/05/1447 corresponding to 02/11/2025G. The Executive Management of Nice One Beauty highlighted the most prominent efforts and achievements made during the third quarter of the fiscal year 2025G, and all the inquiries of analysts and investors from inside and outside the Kingdom were answered.
02/11/2025G	• Nice One Beauty Digital Marketing announces its interim financial results for the period ending on 30/09/2025G (Nine Months).
05/08/2025G	• Nice One Beauty Digital Marketing Company announces that it has conducted a conference call with investors and financial analysts to discuss the financial results for the second quarter of the fiscal year 2025G.
04/08/2025G	• Nice One Beauty Digital Marketing announces its interim financial results for the period ending on 30/06/2025G (Six Months).
24/06/2025G	• The Board of Directors of Nice One Beauty Digital Marketing Company is pleased to announce the results of its Extraordinary General Assembly Meeting (the first meeting), which was held via means of modern technology at 20:30 pm, Monday, 27/12/1446 corresponding to 23/06/2025G, after achieving the quorum for the validity of the Extraordinary General Assembly Meeting in accordance with the Bylaws and Regulations.
26/05/2025G	• The Board of Directors of Nice One Beauty Digital Marketing Company invites its shareholders to attend the Extraordinary General Assembly Meeting through modern technology means (First Meeting) • The Board of Directors of Nice One Beauty Digital Marketing Company is pleased to invite the shareholders to participate and vote in the Extraordinary General Assembly Meeting (First Meeting), which is scheduled to be held on Monday, 27/12/1446, corresponding to 23/06/2025G at 20:30 pm, through means of modern technology means using the Tadawulaty system.
06/05/2025G	• Nice One Beauty Digital Marketing Company announces that it has conducted a conference call with investors and financial analysts to discuss the financial results for the first quarter of the fiscal year 2025G.
28/04/2025G	• Nice One Beauty Digital Marketing announces its interim financial results for the period ending on 2025G-03-31 (Three Months)
16/03/2025G	• Nice One Beauty Digital Marketing Company announces that it has conducted a conference call with investors and financial analysts to discuss the annual financial results for the fiscal year 2024.
04/03/2025G	• Nice One Beauty Digital Marketing Company announces its annual financial Results for the period ending on 31/12/2024.

Interests, Subscription Rights and Contractual Documents in the Company's Debt Shares and Instruments

First: Shares and Debt Instruments and Change Therein for the Members of the Board and Their Relatives in the Company and Its Subsidiaries in 2025G

Member	Number of Shares at the beginning of 2025G	Number of Shares at the end of 2025G	Net Change	Change Percentage	Relatives Shares at the Beginning of 2025G	Relatives' Shares at the end of 2025G	Net Change	Change Percentage	Debt Instruments at the beginning and end of the year
Mr. Amr Abdulaziz Al-Jalal	0	0	0	0	0	0	0	0	0
Mr. Abdulrahman bin Ali Al-Olayan	27,527,790	27,527,790	0	0	8	35,835	35,827	447,837.5%	0
Prince Mansour bin Saad bin Mohammed Al Saud	0	0	0	0	0	0	0	0	0
Mr. Omar bin Ali Al-Olayan	32,471,581	32,514,161	42,580	0.13%	8	35,835	35,827	447,837.5%	0
Mr. Mohammed bin Ahmed Leghazayel	0	0	0	0	0	0	0	0	0
Mr. Abdulaziz bin Mohammed Al-Rugaib	0	0	0	0	353	353	0	0	0
Mr. Ibrahim bin Abdulrahman Al-Suhaibani	0	0	0	0	0	0	0	0	0

Description of the Interest of Senior Executives and Their Relatives in the Shares and Debt Instruments of the Company or Any of Its Subsidiaries and the Change That Occurred Therein in 2025G.

Member	Number of Shares at the beginning of 2025G	Number of Shares at the end of 2025G	Net Change	Percentage Change	Relatives Shares at the Beginning of 2025G	Relatives' shares at the end of 2025G	Net cancellation	Percentage Change	Instruments of Religion in Start and end of the year
Mr. Omar bin Ali Al-Olayan	Mentioned under Shares and Debt Instruments and their change for the members of the Board of Directors and their relatives in the company and its subsidiaries in 2025G								
Mr. Abdulrahman bin Ali Al-Olayan	Mentioned under Shares and Debt Instruments and their change for the members of the Board of Directors and their relatives in the company and its subsidiaries in 2025G								
Mr. Bandar bin Abdulrahman bin Abdulaziz Al-Dhalea	619,115	587,871	31,244	5.05%	0	0	0	0	0
Mr. Saleh bin Abdulaziz bin Saleh Al-Othman	0	0	0	0	15	15	0	0	0
Mr. Saeed Hamed Abdel Wadood Ahmed	0	0	0	0	0	0	0	0	0
Mr. Mohamed Nabil Al-Adawi	0	0	0	0	0	0	0	0	0
Rehab Abduljaleel Al-Khalafat	0	0	0	0	0	0	0	0	0



Third: Shares and the Percentage of Ownership of the Company's Major Shareholders and Subsidiaries, Who Own (5%) or more, and the Change therein in 2025G

Shareholder Name	Number of Shares At the beginning of 2025G	Number of Shares At the end of 2025G	Percentage Change
Mr. Omar bin Ali Al-Olayan	Mentioned under Shares and Debt Instruments and their change for the members of the Board of Directors and their relatives in the company		
Mr. Abdulrahman bin Ali Al-Olayan	and its subsidiaries in 2025G		

Details of the Shares and Debt Instruments Issued for each Subsidiary.

Affiliate Name	Number of shares	Share Value	Debt Instrument (in Saudi Riyals)
Sea Products Trading Company	1,000	EGP100	N/A
Nice One Perfumes & Cosmetics Trading Co. Ltd.	300	AED1,000	N/A
Reflection of Creativity Marketing Company	1,000	SAR100	N/A

The Company's Transactions with Related Parties

Nice One Beauty Digital Marketing Company seeks to study and evaluate potential cases of conflict of interest with the members of the Board of Directors and the Executive Management, by preparing an integrated policy concerned with regulating and studying any conflict that may occur in the future. The company also seeks to adopt disclosure forms that are completed annually to verify that there are no cases of conflict of interest. The company in this regard confirms that there are no transactions with related parties or direct or indirect interests in the contracts concluded with the members of the Board of Directors or the Executive Management.



Corporate Governance

Summary of Governance Policy

The Board of Directors shall develop corporate governance rules aimed at verifying the company's compliance with the regulations and regulatory requirements to reach to the best practices in force in companies, in addition to reviewing and developing the Code of Professional Conduct that represents the company's values. The Board shall develop other policies and procedures that meet the needs of the company, and which are in line with the best practices. The Board of Directors shall inform its members of the ongoing developments in corporate governance and best practices in companies:

- It is the company's policy to adopt advanced standards in corporate governance including separation between the responsibilities and functions of the Board of Directors, Executive Management and the policies that ensure that the company's Board runs its business in a manner that achieves the interests of shareholders. The company also adheres to all the provisions of the Corporate Governance Regulations issued by the Capital Market Authority pursuant to the principle of disclosure and transparency, where governance is an essential part of controlling the relationship with all concerned parties.
- The company's Executive Management shall implement the policies and procedures established by the Board of Directors regarding the disclosure of significant developments, financial statements, and performance reports in accordance with the applicable legal requirements and regulations.
- The company is committed to inform the Capital Market Authority and the public without delay of any material developments in the field of its activities that are not known to the public and may affect its assets, liabilities, financial position or the general course of the company or its subsidiaries.
- Board Committees, namely the Audit Committee, the Nomination and Remuneration Committee, and the Executive Committee have been formed, and committee members have been appointed in accordance with the provisions of the Corporate Governance Regulations issued by the Capital Market Authority and the company's approved regulations.
- The company shall update its Corporate Governance Regulations periodically and whenever needed.

The Provisions of the Corporate Governance Regulations That Have Been Applied and Those That Have Not Been Applied and Reasons of Non-Application

The company has implemented all the mandatory articles contained in the Corporate Governance Regulations issued by the Capital Market Authority, except as stated in the table below.

Item Number	Article Statement	Reasons for non-application
36	The terms that should be met by the Board's Secretary: The Board of Directors shall specify the terms that shall be met by the Secretary of the Board of Directors, provided such terms shall include any of the following: Holding a university degree in law, finance, accounting, management or equivalent, and having a minimum of three years of relevant work experience. Must have a minimum of five years of relevant work experience.	This article is a guideline The Board Secretary currently has four years of experience in the Secretariat General
37	The company shall pay adequate attention to the training and qualification of the members of the Board of Directors and the Executive Management	This article is a guideline
67	Formation of the Risk Management Committee: A committee named the Risk Management Committee shall be formed by a decision of the company Board, whose chairman and the majority of its members shall be non-executive members of the Board. The members shall have an appropriate level of knowledge in risk management and financial affairs.	This article is a guideline
82/ (1-2-3)	Motivation of Employees: The company shall establish development programs to motivate engagement and performance among the company's employees, including, in particular, the following: Forming committees or holding specialized workshops to listen to the opinions of the company's employees and discuss them on issues and topics that are the subject of important decisions. Programs to grant employees shares in the company or a share of its profits and retirement plans, and to establish an independent fund to spend on those programs. Establishing social institutions for the company's employees.	This article is a guideline
84	Social Responsibility: The Ordinary General Assembly, upon a proposal by the Board of Directors, shall develop a policy that ensures balance between its objectives and those objectives that the society aspires to achieve, in order to develop the social and economic conditions of the society.	This article is a guideline. The company is keen to launch social initiatives and activities in a way that supports its sustainability and contributes to the development of the social and economic aspects of the community.

Item Number	Article Statement	Reasons for non-application
85	Social Work Initiatives: The Board of Directors shall develop programs and shall identify the means to introduce the company's initiatives in the field of social work, including the following:	This paragraph is a guideline. A similar policy is under development.
87/8 90/B	Disclosing in the Board of Directors' report the remuneration of five senior executives in details in accordance with the table attached to the Corporate Governance Regulations.	The company has committed to disclose the elements of the remuneration for senior executives in aggregate in accordance with the statutory requirements set out in subparagraph (4/b) of paragraph (a) of Article (90) of the Corporate Governance Regulations. However, in order to protect the interests of the company, its shareholders, and employees and to avoid any harm that may result from the detailed disclosure, according to the titles and positions, the details as contained in appendix (1) of the Corporate Governance Regulations in regards senior executives' remunerations have not been presented.
92	Developing key performance indicators that link corporate performance to its social responsibility initiatives and benchmarking them against industry peers.	This article is a guideline.

Statement of the Shareholders' General Assemblies Meeting Dates in 2025G

The company is committed to determine and announce the date, venue, and agenda of the General Assembly twenty-days (21) days prior the meeting date. The announcement shall be published on the website of the Saudi Stock Exchange (Tadawul) and holding meetings shall be held via modern technical means of communication.

In 2025G, the company held a meeting for the Extraordinary General Assembly of the Shareholders on 23/06/2025G. The Board's record for attending the general assembly meeting is as follows:

Name	Position	(Meeting Date)
Mr. Amr bin Abdulaziz Al-Jalal	Chairman	23/06/2025G
Mr. Abdulrahman bin Ali Al-Olayan	Vice Chairman - Executive	23/06/2025G
Prince Mansour bin Saad bin Mohammed Al Saud	Member - Independent	23/06/2025G
Mr. Mohamed Ahmed Leghzayel	Member - Independent	23/06/2025G
Mr. Omar bin Ali Al-Olayan	Member - Executive	23/06/2025G
Mr. Abdulaziz bin Mohammed Al-Rugaib	Board Member - Independent	23/06/2025G
Mr. Ibrahim bin Abdulrahman Al-Suhaibani	Board Member - Independent	23/06/2025G

Internal Audit and Board Assurances

First: Internal Control Procedures:

The Audit Committee is keen to establish an appropriate and effective internal control system that includes policies and procedures that are prepared under the supervision of the Board of Directors to achieve the strategic objectives of the company. The committee studies and reviews the system annually to ensure the availability of appropriate control at the company level. The committee has taken the following measures during 2025G in this regard:

- First: The Audit Committee reviewed and examined the Company's interim and annual consolidated financial statements for the fiscal year 2025G, in preparation for submitting them to the Board of Directors and providing its recommendation thereon. The Committee also held a meeting with the external auditor to verify that there were no obstacles or concerns encountered during the audit for the fiscal year ended 31 December 2025G, and to ensure that there were no circumstances that might affect the auditor's independence or objectivity in performing their duties.
- Second: Recommending to the Board of Directors the appointment of the external auditor to review the interim consolidated financial statements for the second and third quarters of 2025G and the interim consolidated financial statements for the first quarter of 2026, as well as to audit the annual consolidated financial statements for the fiscal year 2025G, and to review the auditor's plan and work.
- Third: The Audit Committee followed up on the work of the external service provider appointed to assist in performing internal audit functions. The Committee approved the following:
 - The results of the risk assessment and the updated risk register of the Company.
 - The annual audit plan for 2025G based on the results of the risk assessment.
- Fourth: Reviewing the periodic internal audit reports, including key observations, and following up on corrective actions to strengthen the Company's internal control environment. It should be noted that management is responsible for designing and implementing internal controls and the internal control system within the Company.
- Fifth: Reviewing the Internal Audit Department's policies and procedures manual and submitting a recommendation to the Board of Directors for its approval.
- Sixth: Studying the external auditor's report and the management letter, which includes any observations regarding the internal control systems.
- Seventh: Reviewing the whistleable policy and submitting a recommendation to the Board of Directors for its approval.

Second: The Opinion of the Audit Committee on the Adequacy of the Company's Internal Control System.

The Audit Committee is committed to establishing an appropriate and effective internal control system that includes policies and procedures developed under the supervision of the Board of Directors to achieve the Company's strategic objectives. The Committee reviews and evaluates this system annually to ensure adequate control at the Company level. The Company also makes integrated efforts to improve the control environment through the continuous development and review of policies and procedures to mitigate any violations and address any deficiencies in the internal control system.

Based on the results of the assessment of the effectiveness of internal control procedures, the ongoing evaluation of the controls implemented by the Company, as well as the Committee's meetings with the internal auditor, executive management, and the external auditor (and confirming the latter's independence), the Committee believes that the current internal control environment and system in place are reasonably adequate. They are regularly monitored, with continuous improvements implemented as needed. The Company also continues its ongoing efforts to enhance and develop the internal control system. It should be noted, however, that any internal control system—regardless of how well designed and effectively implemented—cannot provide absolute assurance of preventing all potential risks or threats.

In conclusion, the Audit Committee remains committed to supporting the Board of Directors in achieving the key objectives related to the internal control system and emphasizes the importance of continuing efforts to ensure its effectiveness in serving the interests of the Company and its shareholders..

External Auditor:

In its meeting held on 23/06/2025G, the General Assembly approved the appointment of Ernst & Young (EY) as an independent auditor of the company's accounts from among the candidates, based on the recommendation of the Audit Committee, to examine, review and audit the interim financial statements for the second and third quarters and the annual financial statements for 2025G and the first quarter of 2026, against a fee of SAR 1,431,750

• Board Assurances

The Board of Directors assures that the company is committed to the regulations and instructions in 2025G as follows:

1- The Audit Committee Recommendations That Conflict with Board Resolutions:

- There is no conflict between the Audit Committee's recommendation and the Board's decisions.

2- Reservations to the External Auditor's Reports:

- There are no reservations made to the External Auditor report that includes reservations to the annual financial statements.
- There is no recommendation of the Board to change the External Auditor prior to the expiry of its term.

3- Waivers of Board members' remuneration or shareholders' dividends and employees' investments.

- Members of the Board of Directors waived their remuneration and attendance allowances for Board and committee meetings for the fiscal year 2025G.
- There is no arrangement or agreement whereby a shareholder of Nice One Beauty Digital Marketing Company has waived any rights in profits.
- There are no investments or other reserves created for the benefit of the employees of Nice One Beauty Digital Marketing Company.

Competition with the company's activity or transactions with related parties:

The Extraordinary General Assembly held on 23/06/2025G approved for the Chairman of the Board of Directors, Mr. Amr Abdulaziz Abdullah Al-Jalal, to partner in a business competing with the company's business through his membership in the Board of Directors of International Healthcare Company (a closed joint stock company) that owns White and Kunooz Pharmacies. The business of these pharmacies includes the sale of cosmetics and personal care.

Debt instruments, subscription rights, or contractual securities on the company:

- 1- There is no interest in the voting class of shares belonging to persons (other than members of the company's Board, senior executives, and their relatives) who have notified the company of such rights under Article 67 of the Rules on the Offering of Securities and Continuing Obligations, and any change in those rights during the recent fiscal year.
- 2- There are no convertible debt instruments and any contractual securities, subscription warrants or similar rights issued or granted by the company during the fiscal year with a clarification of any compensation received by the company in return.
- 3- There are no conversion or subscription rights under convertible debt instruments, contractual securities, subscription warrants, or similar rights issued or granted by the company.
- 4- There is no redemption, purchase, or cancellation by the company of any redeemable debt instruments, at the value of the remaining securities, with a distinction between listed securities purchased by the company and those purchased by its subsidiaries.
- 5- There are no debt instruments issued by the company to any of its subsidiaries.
- 6- There are no treasury shares held by the company.

A statement of the penalties, precautionary measures, or precautionary restrictions imposed on the company by the supervisory, regulatory, or judicial authorities.

Entity	Number of Violations	Total Value	Type of Violation
Social Insurance	1	SAR 12,000.00	Registration of a subscriber without an actual employment relationship, for the entire period registered without an actual employment relationship or part of those registered periods.
Social Insurance	1	SAR 7,004.74	Registration of a subscriber without an actual employment relationship, for the entire period registered without an actual employment relationship or part of those registered periods.
Ministry of Human Resources and Social Development	1	SAR 1,000	Failure to establish and announce employees' dress code regulations that ensure professional and decent appearance suitable for work duties; failure to obtain employee acknowledgment commitment to such regulations; or failure to impose a penalty on those employees who violate such dress code regulations.
Ministry of Human Resources and Social Development	1	SAR 300	Failure to comply with the requirements stipulated in the Unified Workplace Environment Regulations, including failure to provide chairs and desks for designate roles during working hours (office environment, customers' accountants, reception counters... etc.)

The company constantly strive to enhance compliance with the applicable laws and regulations via reviewing work environment, provide appropriate awareness for employees with respect to regulatory requirements, contributing to mitigating future potential risks.

Statement on Material Structural Changes and Expansions/Shutdown of Operations

The company did not undergo any structural changes or operational interruptions.

Assurances on the Preparation of Accounting Books, Preparation of the Internal Control system, and the Company's Ability to Continue its Activity

- a- Accounts records have been properly prepared.
- b- The internal control system is prepared on sound basis and was effectively implemented.
- c- There is no doubt about the company's ability to continue its activity.

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