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NICE ONE



Nice One Q1-2025 Results Call





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Speakers



OMAR AL OLAYAN

Chief Executive Officer & Co-Founder



ABDULRAHMAN AL OLAYAN

Chief Marketing Officer & Co-Founder



MUHAMMAD IMRAN

Chief Financial Officer



RIHAB KHALFET

Director Of Strategy

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Q1-2025 Trading Update



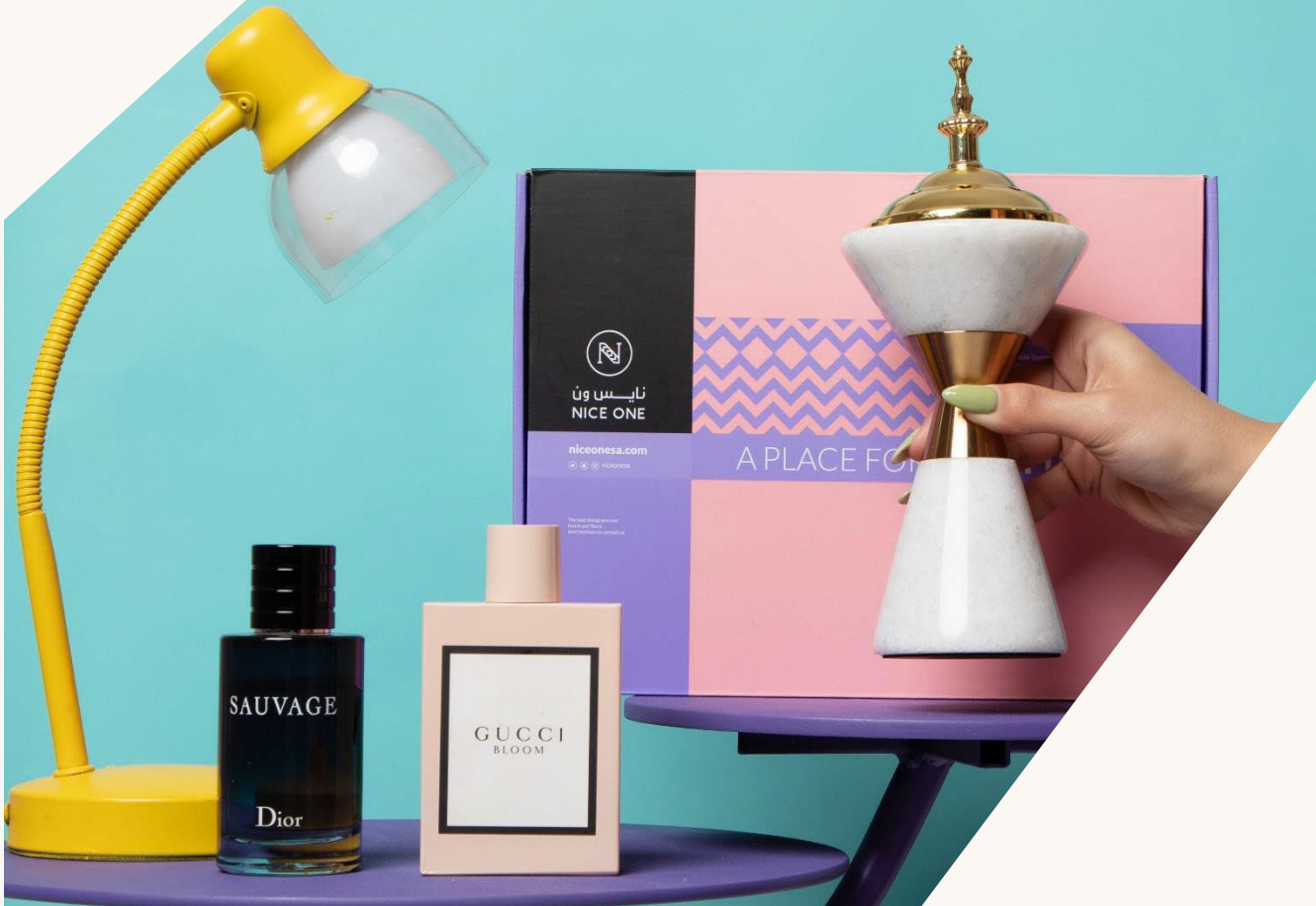
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Q1-2025 Performance Analysis



3

Initiatives Update



Q1-2025 Trading Update



Q1- 2025 at-a-Glance; Strong and Profitable Growth with Revenue and Net Income Increasing by 30% and 10% YoY, respectively

Revenue

SAR 324.97M

(vs. SAR 250.05M in Q1 2024
YOY 30%)

Gross Margin

25.01%

(vs. 28.4% in Q1 2024)

EBITDA Margin

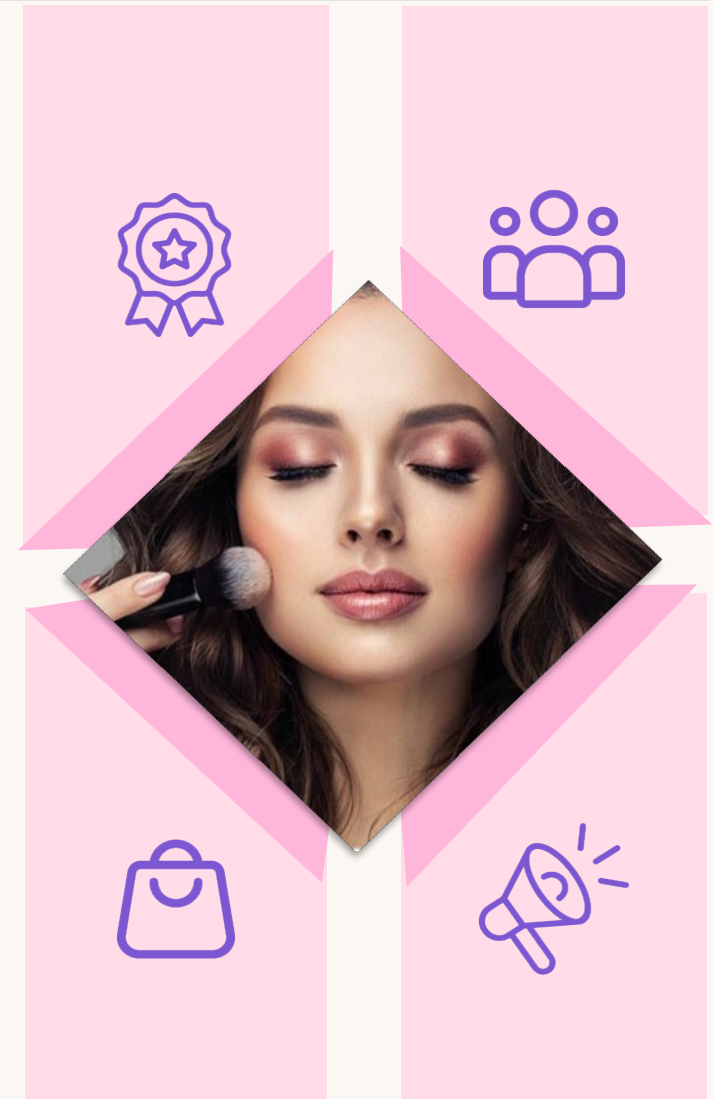
9.27%

(vs. 10.2% in Q1 2024)

Net Margin

7.24%

(vs. 8.8% in Q1 2024)



At-a-Glance: Key KPIs



Key Growth Highlights

<div><div>Number of Orders</div><div><div>+1,100K</div><div>(vs 886k in Q1 2024)</div><div>+26% YoY</div></div><div></div></div>	<div><div>AOV</div><div><div>290</div><div>(vs 282 in Q1 2024)</div><div>+3% YoY</div></div><div></div></div>	<div><div>Number of SKU's</div><div><div>+45K</div><div>(vs 28k in Q1 2024)</div><div>+61% YoY</div></div><div></div></div>
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Purchase Behavior Metrics

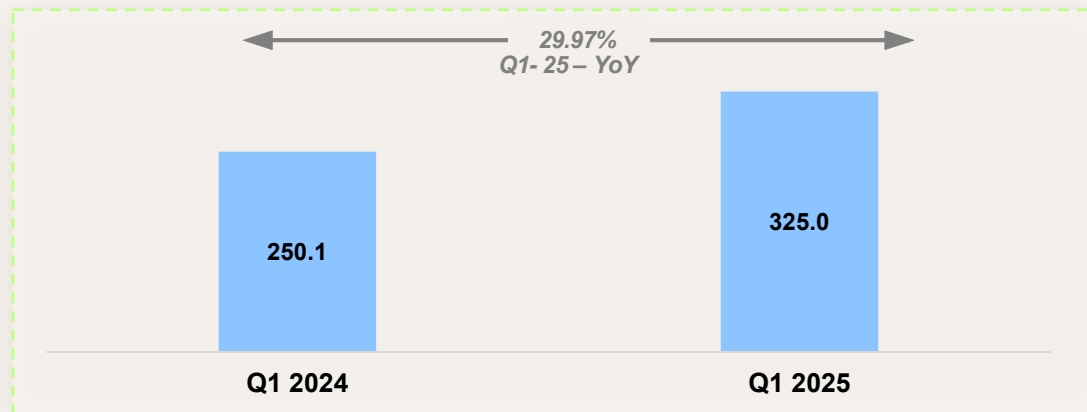
<div><div>New customers</div><div><div>+218K</div><div>(vs 206K in Q1 2024)</div><div>+6% YoY</div></div><div></div></div>	<div><div>Churn Rate</div><div><div>21.4%</div><div>(vs 24.6% in Q1 2024)</div><div>-13% YoY</div></div><div></div></div>	<div><div>Order Frequency</div><div><div>1.40x</div><div>(vs 1.35x in Q1 2024)</div><div>+4% YoY</div></div><div></div></div>
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Source: Company Information.

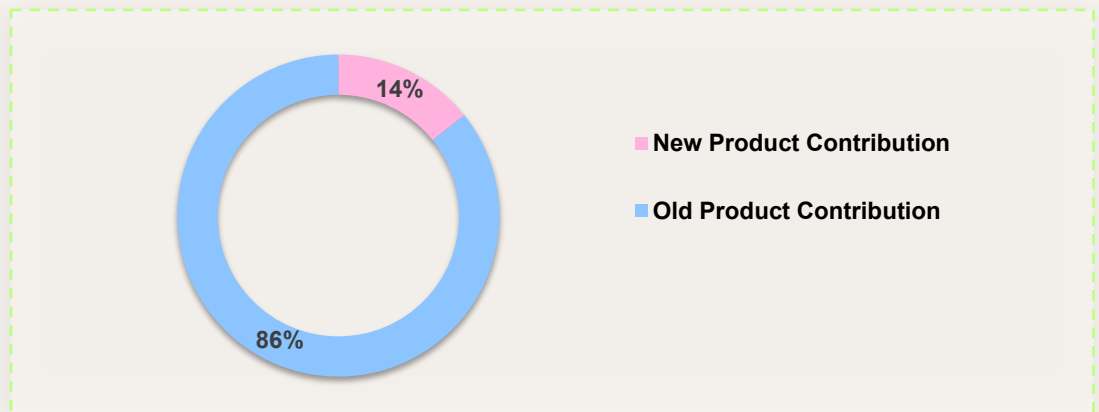
Revenue Overview



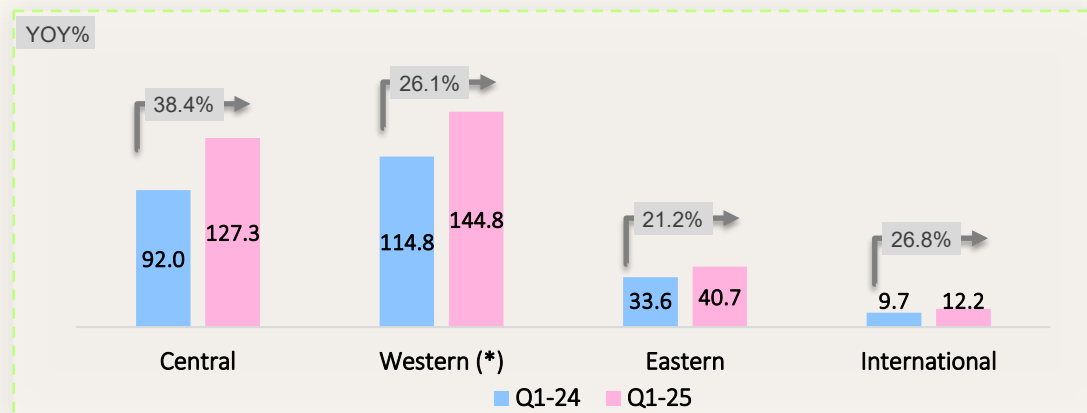
Revenue (SAR'mn)



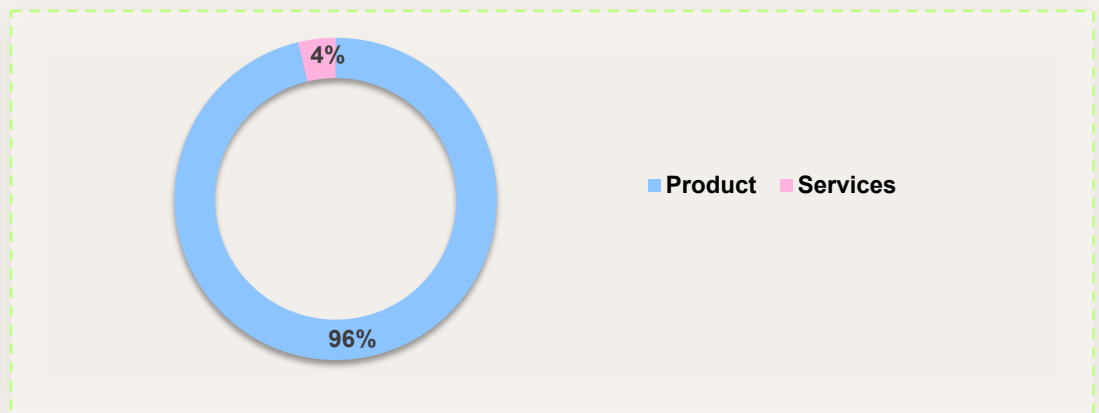
Revenue growth – New Vs Existing products



Revenue Segmentation by Region (SAR'mn)



Revenue Segmentation by Type (SAR'mn)



Margin & Profitability Overview



A

- The **Beauty and Personal Care (BPC)** market is growing at an estimated 12% CAGR
- **Nice One** achieved **30% growth**, outperforming the market
- Major players adopted aggressive discounting strategies
- Our **revised pricing strategy** enabled us to **increase our market share**

B

Investment in Growth initiatives, such as:

- Leasing **Jeddah warehouse**
- Hiring key talent across various departments

leading to a **temporary pressure on profit margins**

C

Post-IPO, Zakat expenses increased due to the rise in **shareholders' equity** included in the **Zakat base**

Gross Profit (SAR'mn)

% Margin

28.4%

25.0%

71.1

81.3

Q1 2024

Q1 2025

EBITDA (SAR'mn)

% Margin

10.2%

9.3%

25.5

30.1

Q1 2024

Q1 2025

Net Profit (SAR'mn)

% Margin

8.8%

7.4%

21.9

24.1

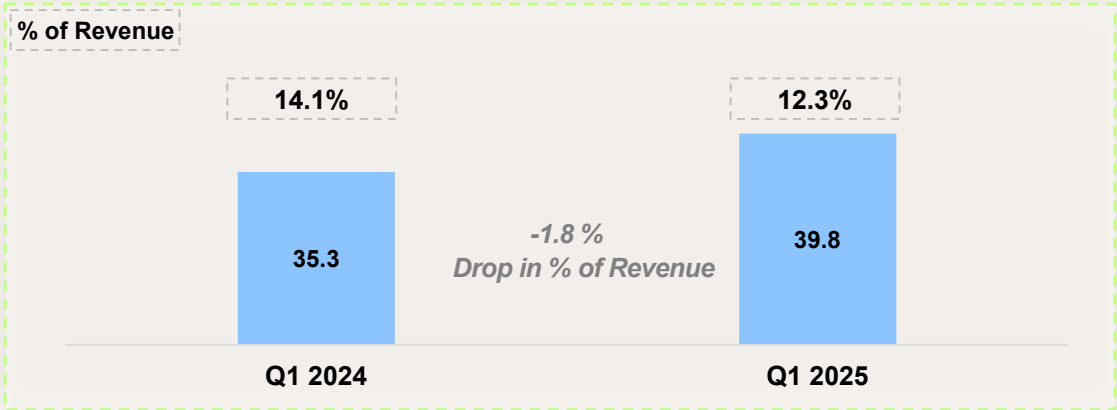
Q1 2024

Q1 2025

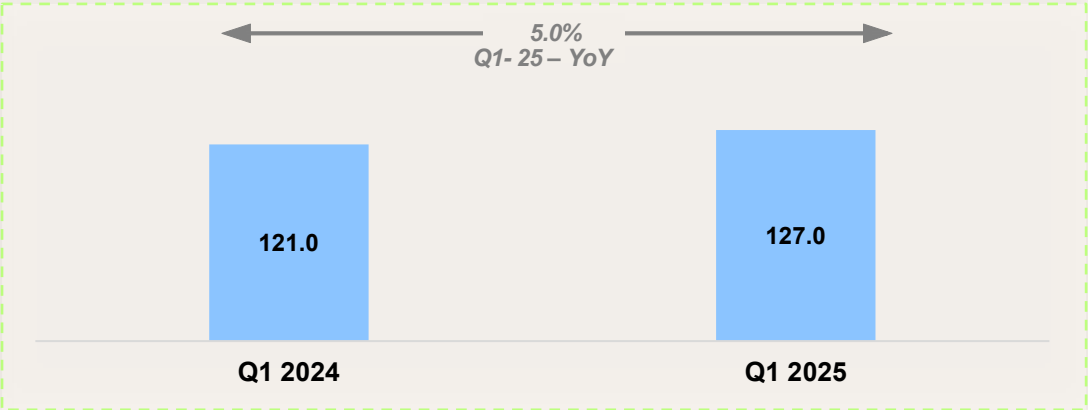
Selling and Marketing Expense



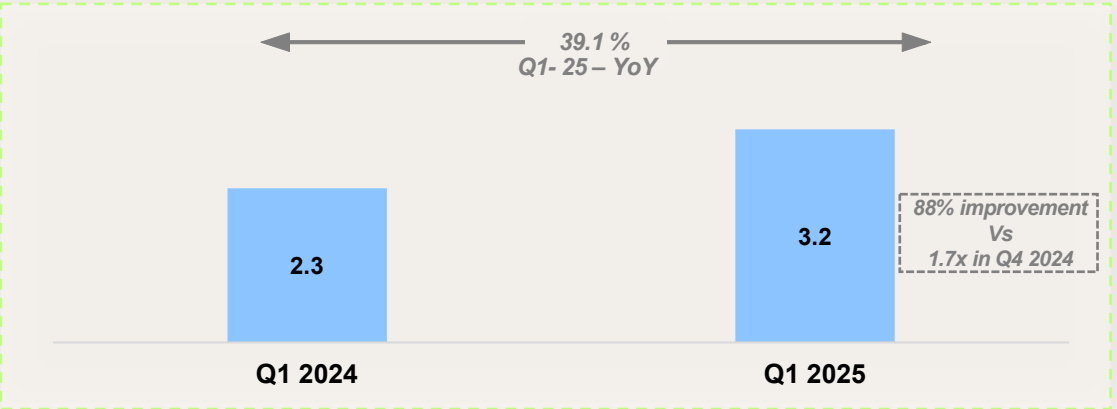
Selling and Marketing (SAR'mn)



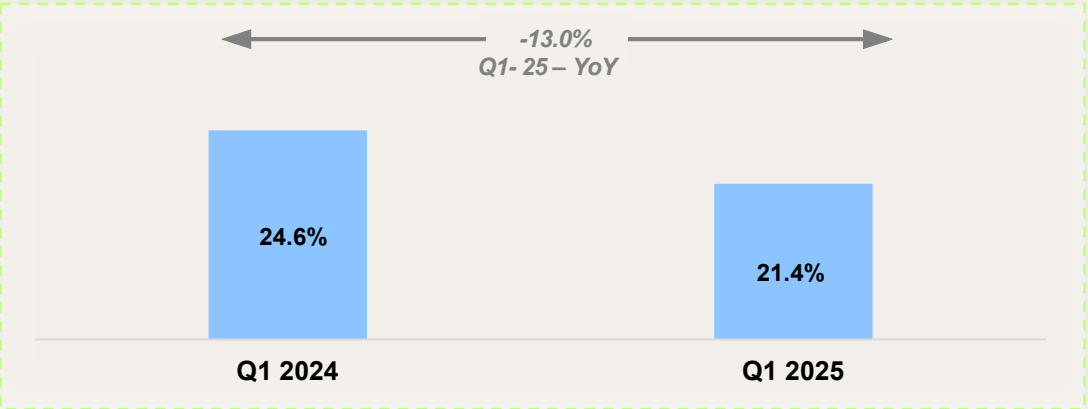
CAC



Influencer's ROI



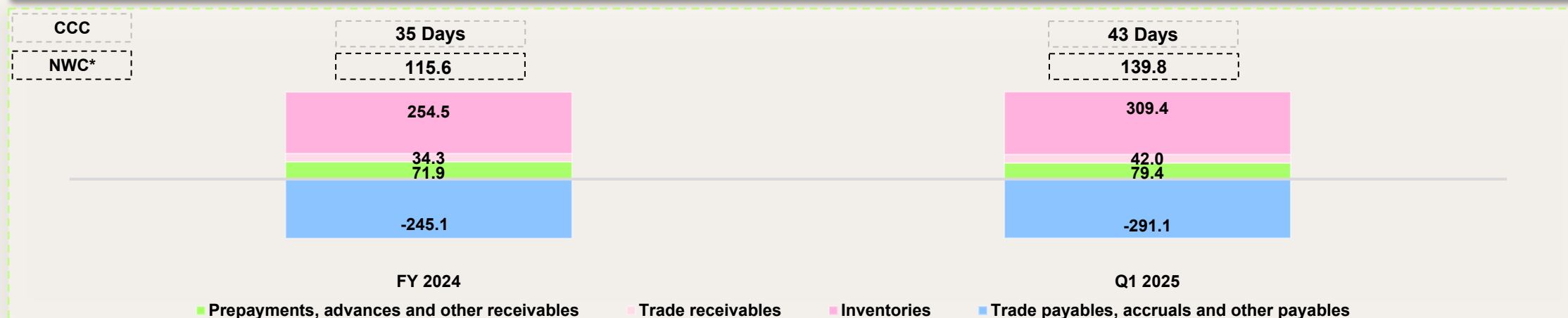
Churn Rate



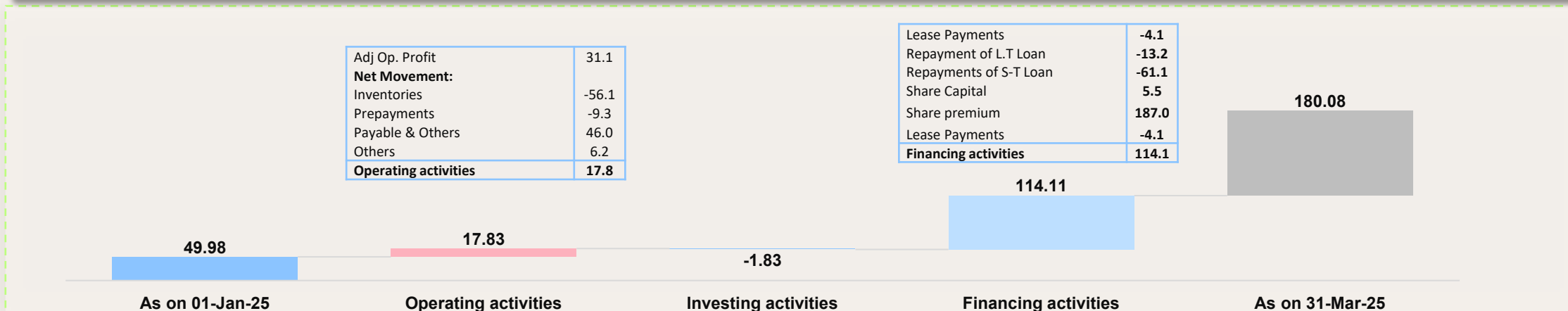
Working Capital Cycle & Cash Flow: Q1-2024 vs Q1-2025



Trend Analysis of Receivables, Inventory, and Payables Days

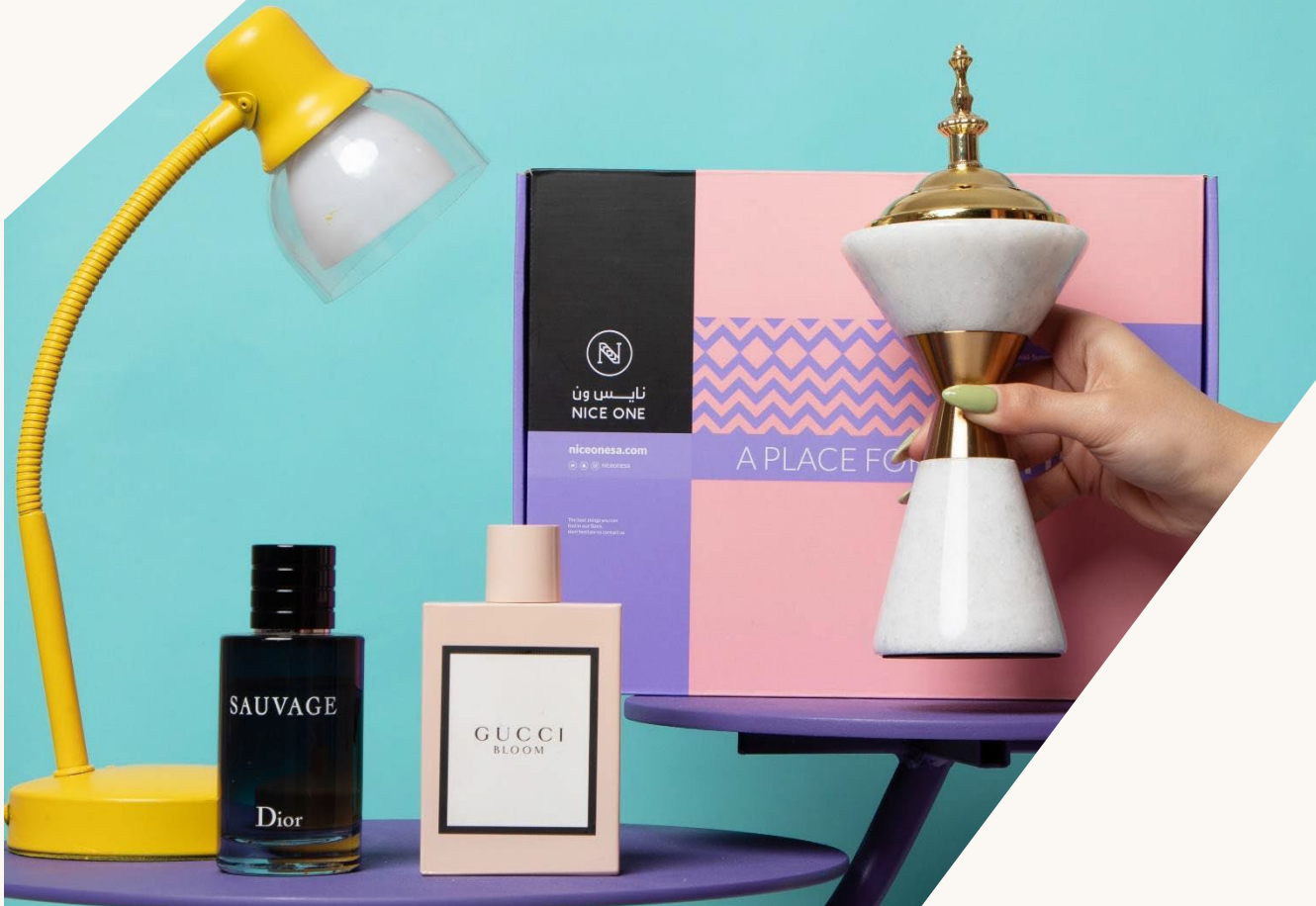


Cash Flow Movement (SAR'mn)



Source: Company Information

*Net Working Capital = Inventories + Trade receivables + Prepayments, advances, and other receivables - Trade payables, accruals and other payables.



Initiatives Update

Overview of growth and profitability initiatives



Initiatives	Achievements in Q1 2025	Strategy going forward
 Marketing optimization	<ul style="list-style-type: none">✓ Leveraging deep analytics to understand customer behavior and build journeys through CRM which led to increase in frequency and drop in churn rate✓ Improved influencers efficiency vs Q4 2024	<ul style="list-style-type: none">✓ Refining our performance marketing approach, with targeted investments in channels yielding the highest return✓ Boost customer lifetime value through more sophisticated acquisition and retention strategies✓ Launch app recommendations
 Assortment Expansion	<ul style="list-style-type: none">✓ Increase in the assortment depth from +28K to +45K SKUs✓ Partnerships with major brands in the beauty industry insuring higher product availability with marketing support and exclusive offerings✓ Strong growth in the vitamin category	<ul style="list-style-type: none">✓ Expanding our product assortment — both through strategic supplier partnerships and in-house category development✓ Acquisition of Option B to strengthen private label position in perfumes and expand online and offline market presence
 Launch of New Warehouses	<ul style="list-style-type: none">✓ Enhanced Operational Efficiency in the New Riyadh Warehouse	<ul style="list-style-type: none">✓ New Warehouse in Jeddah in Q3 to strengthen Distribution and Drive Sales in the Western Region



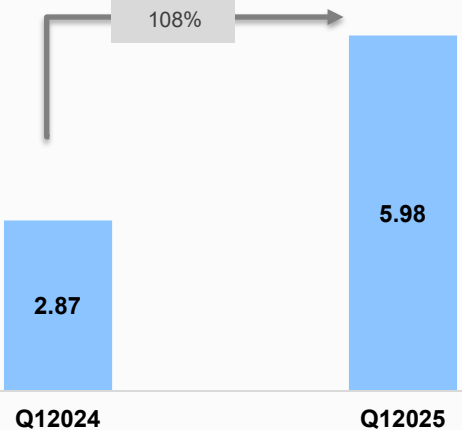
Vitamins Category

Achievements in Q1 2025

- ✓ +100% YoY growth
- ✓ 6M SAR revenue
- ✓ Consistent MoM double-digit growth
- ✓ High scalability with low return rate

Revenue (SAR'mn)

YOY%



Option B – Exclusive Brand

Strategy going forward

- ✓ Roll out of Option B to strengthen exclusive brand position in perfumes and expand online and offline market presence
- ✓ Boost profitability with higher margin
- ✓ Offering new price ranges in perfume to cover all customers needs

Ambitions

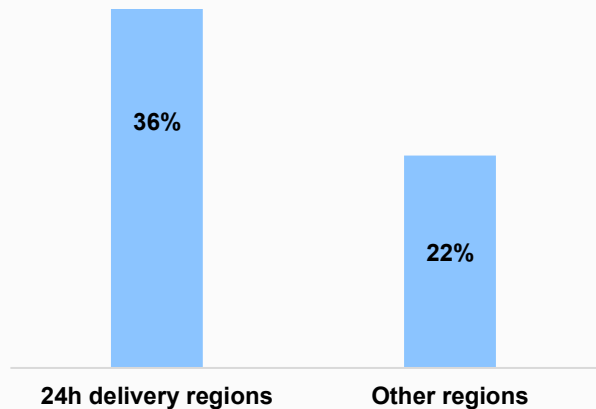


Warehouse Expansion

New Warehouse in Jeddah in Q3 2025

- ✓ Enhance distribution capabilities
- ✓ Reduce cost by switching from 3PLs to own fleet
- ✓ Reduce delivery time and enabling 24h delivery in Jeddah, Makkah and Taif
- ✓ Improve customers satisfaction
- ✓ Boost sales in the region

Growth in Regions with 24h delivery vs Others





Q&A