

# Financial Performance

## Q1-2025



## About

### Nice One

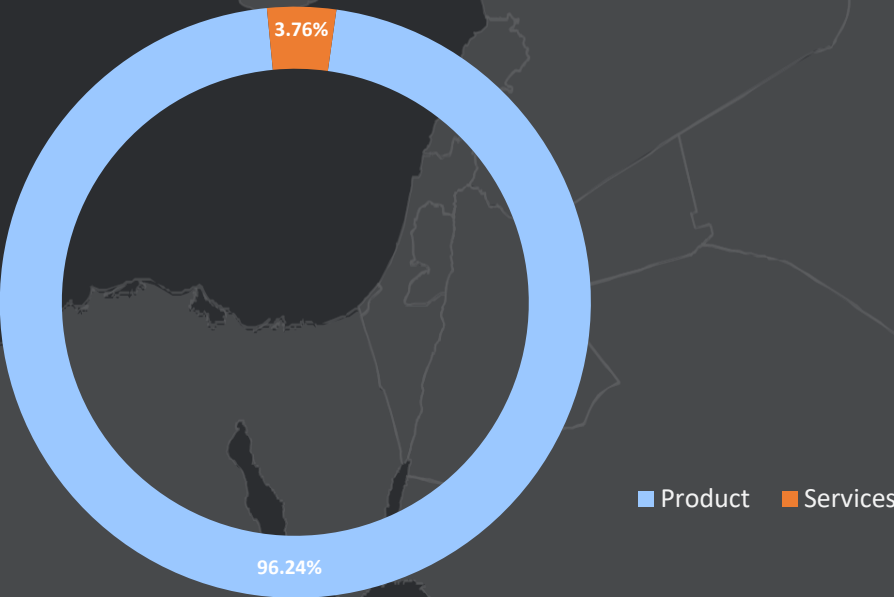
In a Period marked by significant achievements, Nice One further solidified its position as a leading player in the e-commerce sector for cosmetics, driven by a strategy focused on innovation and continuous improvement. By harnessing cutting-edge digital technologies, including artificial intelligence and data

analytics, the company successfully delivered personalized customer experiences, boosted engagement, and ensured fast, efficient delivery operations. These efforts played a key role in strengthening its presence in the beauty and personal care market. This forward-thinking approach enabled Nice One to reinforce its leadership in the industry, achieving remarkable growth and success. As part of its expansion strategy, Nice One diversified its exclusive product offerings and invested in advanced logistical solutions to optimize operational efficiency, resulting in accelerated growth and further cementing its leadership.

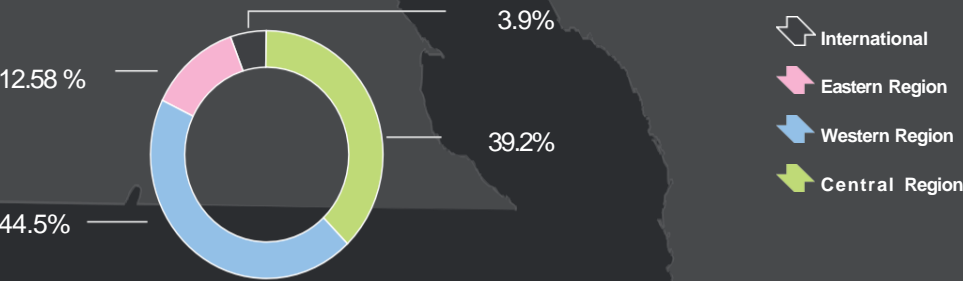
With this ambitious vision, Nice One continues to contribute to supporting the goals of Saudi Arabia's Vision 2030, playing an active role in building a developed digital economy that reflects the essence of innovation and beauty in every detail.



Q1-2025 Revenue Segmentation



Q1-2025 Regional Revenue



The Western Region includes revenues from the Northern and Southern Regions.

Financial Highlights

Key Highlights  
(SAR Million)

	Q1-2025	Q1-2024
Revenue	324.97	250.05
Growth %	29.96%	61.18%
Gross Profit	81.27	71.10
Growth %	14.30%	51.15%
Gross Profit %	25.01%	28.43%
Operating Profit	26.91	23.88
Growth %	12.69%	159.27%
Operating Profit %	8.28%	9.55%
Net Income	24.12	21.90
Growth %	10.17%	146.64%
Net Income %	7.42%	8.76%