



Marketing Home Group for Trading Company

Announces Its Intention to Float on the
Saudi Exchange's Main Market



مجموعة منزل التسويق
Marketing Home Group

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Marketing Home Group for Trading Company Announces Its Intention to List Its Shares on the Main Market of the Saudi Exchange

Riyadh, Kingdom of Saudi Arabia – 20 July 2025: Marketing Home Group for Trading Company (the “**Group**” or the “**Company**”), based in the Kingdom of Saudi Arabia (“**the Kingdom**”), today announces its intention to proceed with an initial public offering (“**IPO**”) or (the “**Offering**”) to list its ordinary shares (the “**Shares**”) on the Saudi Exchange’s Main Market (“**Tadawul**”)**.

The Capital Market Authority (“**CMA**”) announced on 17 Ramadan 1446H (corresponding to 17 March 2025G) its approval of the Company’s request to register its shares and offer 4,800,000 shares (“**Offer Shares**”), representing 30% of the Company’s total capital, through a partial sale by the current shareholders. The Company also obtained conditional approval from the Saudi Exchange (Tadawul) on 23 Jumada al-Akhirah 1446H (corresponding to 24 December 2024G) for listing on the Main Market of Tadawul.

About the Group

- Marketing Home Group for Trading was established on 3 Muharram 1426H (corresponding to 11 February 2005G). The Company specializes in the import and sale of high-quality imported building materials as well as complementary services targeted at the residential and commercial markets.
- The Group is renowned for its diverse range of building materials and solutions, positioning itself as one the leading players in the construction and home improvement sectors across the Kingdom and beyond. With an extensive portfolio that includes tiles and ancillary products, lighting, sanitary wares and innovative smart home products
- The Company operates through a wide network of retail outlets (15 Lighting Stores specializing in lighting and smart solutions, 10 Ceramic Home showrooms, 9 Build Station outlets specializing in ceramics, sanitary ware, and complementary products, 3 Hatch sanitary ware showrooms, and 2 Illus showrooms in Spain and China) In addition to an integrated online platform, the Group ensures its products are accessible to a broad customer base, This reach is supported by strategic partnerships with leading international manufacturers and a strong focus on customer service, which together drive the Group’s long-term success.

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- The Group's product offerings are a testament to its position as one of the leaders in the building materials sector, providing high-quality, innovative products that meet a diverse range of commercial and residential needs. Through strategic expansion of its product lines to include tiles, lighting, sanitary ware and cooling systems, the Group has demonstrated consistent revenue growth and market expansion. The major product categories offered by the Group include the following:
 - **Tiles and Ancillary Products:** Launched under the "Ceramic Home" brand in 2006G, this segment includes a vast range of ceramics and porcelain products that have become a cornerstone of the Group's portfolio. Notable for their durability and aesthetic diversity, these products have consistently driven substantial revenue, reflecting their significant contribution to the Group's financial health.
 - **Lighting Products:** Since its inception in 2013G under the "Lighting Stores" brand, this segment has become integral to the Group's offerings. It encompasses a wide range of indoor and outdoor lighting solutions, along with smart devices that cater to both functional and aesthetic needs across residential, commercial, and industrial settings.
 - **Sanitary Ware Products:** Initiated in 2020G under the "Hatch Sanitary" brand, this segment has rapidly grown to become a vital part of the Group's portfolio. It offers a comprehensive selection of products including toilets, basins and other bathroom accessories, which are marketed through an extensive distribution network to ensure accessibility and convenience.
 - **Cooling and Air Conditioning Systems:** Introduced in 2022G under the "Ice Bear" brand, although contributing modestly in terms of revenue, this segment enhances the Group's product diversity with high-quality cooling solutions. Its strategic importance lies in supporting sector growth, enhancing customer experience and aligning with regulatory and environmental standards.

The Group's net revenue increased from SAR 251 million in the financial year 2021G to SAR 390 million in the financial year 2024G, reflecting a compound annual growth rate (CAGR) of 16%. This growth is primarily attributed to the increase in sales of ceramic products, along with higher sales of the subcategories of sanitary ware, lighting products, and ceramics, driven by the opening of new branches and showrooms.

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On this occasion, the CEO and Managing Director of the Company, Eng. Musaad Abdulrahamn AlQfari, added:

The IPO represents a significant and pivotal milestone in the Company's journey, and it is an achievement we all take pride in. It reflects the efforts of all stakeholders since the Company's establishment in 2006. Over the past years, we have built a national success story rooted in innovation, quality, and operational efficiency, transforming the Company into one of the leading entities in the building materials sector with a network of 39 branches spanning various parts of the world. Driven by our ambitious vision for the future, we have ensured that we are not merely product distributors but partners in developing this vital sector by offering integrated and innovative solutions that meet market aspirations and enrich customer experiences.

This journey has resulted in the development of a portfolio of brands that have earned the trust of customers and industry professionals, including:

- **Build Station:** A comprehensive destination for all building and finishing materials, offering innovative and advanced solutions that meet the needs of modern projects.
- **Lighting Stores:** A leading platform for contemporary lighting solutions, combining refined aesthetics with high quality.
- **Ceramic Home:** A premier destination for ceramic and porcelain products featuring the latest global designs.
- **Hatch Sanitary Ware:** A brand that combines innovation and efficiency, offering sanitary solutions that meet global standards.

And we will continue to work with a team spirit and the trust of our customers to be part of Saudi Vision 2030, reinforcing our position as a key driver in the construction and building sector locally and globally.

Key Investment Highlights:

- **Dominant Market Presence in Building Materials Retail, Reinforced by Robust Brand Equity**

The Group maintains a commanding presence in the retail sector for building materials within the Kingdom, underpinned by a diversified and integrated product portfolio that serves the comprehensive needs of the residential and construction sectors.

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- **Strong Growth Performance Over the Past Financial Years**

The Group has demonstrated progressive growth rates. Reflecting the Group's effective market strategies and operational efficiency.

- **Expansive Offering of Owned Building Materials Products Supported by Dynamic Product Development Initiatives**

The Group offers a broad array of proprietary building materials, distinguished by their quality and innovation, which are critical in cementing its market leadership. This product range includes an expansive portfolio of ceramics, sanitary ware, lighting solutions and cooling systems, which are all integral to modern construction and building projects across the Kingdom and other jurisdictions where the Group operates.

- **Strategic Local and Regional Presence with Comprehensive Online Integration**

The Group's strategic network of physical and online sales channels substantially extends its reach across the Kingdom and the broader GCC Region.

- **Strategic Supply Chain Management and Supplier Relationships Enhance Competitive Edge and Profit Margins**

The Group's ownership of its Illus (and its sub-brands) Hatch and Fixer brands and direct procurement model in relation to such brands have consistently driven a significant portion of its revenue. This model of operation grants the Group considerable control over its cost structures by bypassing traditional distribution channels that involve wholesalers or commercial agents, where additional costs and price hikes are common.

- **Anticipated High Demand for the Group's Products Amidst Expanding Markets**

According to the Market Report, the demand for the Group's primary products—tiles, lighting and sanitary ware—is expected to maintain a robust growth trajectory over the next five years. This anticipated demand is driven by substantial investments in residential projects, developments in the hospitality sector and significant Government infrastructure initiatives across the Kingdom.

- **An Executive Management Team with Diverse Expertise Under the Stewardship of an Experienced Board**

The Group's Executive Management team consists of individuals with extensive expertise in the building materials sector, complemented by a profound understanding of the local market dynamics. This skilled team is led by specialised sector managers, each expert in different areas of the business, ensuring that each product line meets and also exceeds market demands.

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The organisational structure of the Group is designed to encourage innovation while maintaining operational efficiency, supported by dedicated services such as logistics, administration, IT, human resources and maintenance. These services are essential for the effective implementation of the Group's strategic and marketing plans.

Offering Details:

- The Company has appointed Alinma Capital Company as the Financial Advisor, Lead Manager, Bookrunner, and Underwriter for the Offering (the "**Financial Advisor**").
- The Company has also appointed Alinma Capital Company, Al Rajhi Capital, SNB Capital, Saudi Fransi Capital, Riyadh Capital, Albilad Investment Company, Aljazira Capital Company, Alistithmar for Financial Securities and Brokerage Company (Alistithmar Capital), Derayah Financial Company, ANB Capital Company, Yaqeen Financial Company (Yaqeen Capital), Alkhabeer Capital, AlAwwal Invest Company (SAB Invest), Sahm Capital Financial Company, GIB Capital Company, EFG Hermes KSA Company, Musharaka Capital and Awaed Alosool Capital as receiving agents for retail investors.
- The Company has obtained the necessary approvals from the CMA and Tadawul for the IPO and the listing of shares as outlined below:
 - Shares representing thirty percent (30%) of the Company's capital will be offered for subscription to individual subscribers and participating parties.
 - A maximum of 4,800,000 Ordinary Shares, representing 100% of the Company's capital, will be initially allocated to participating parties. The final allocation will take place after the end of the Offering period for individual subscribers.
 - If there is sufficient demand by individual subscribers for the Offer Shares, the Financial Advisor, in coordination with the Company, shall have the right to reduce the number of Offer Shares allocated to participating entities to three million eight hundred forty thousand (3,840,000) Ordinary Shares as a minimum, representing eighty per cent. (80%) of the Offer Shares after the completion of the individual subscriber's subscription period.
 - The final price will be determined after the completion of the book-building period for participating parties.
 - The Offer Shares will be listed and traded on the Tadawul Main Market after

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completing the subscription and listing procedures with the CMA and Tadawul.

- Subscription to the Offer Shares is restricted to the following two groups of investors:

Tranche (A): Participating Parties:

This tranche includes entities eligible to participate in the book-building process in accordance with the book-building instructions, including investment funds, companies, qualified foreign institutions, Gulf companies, and other foreign investors through swap agreements (SWAPs). participating entities will provisionally be allocated four million eight hundred thousand (4,800,000) Offer Shares, representing one hundred per cent. (100%) of Offer Shares. In the event of sufficient demand from individual subscribers The Financial Advisor, in coordination with the Company, has the right to reduce the number of Offer Shares allocated to participating parties to three million eight hundred forty thousand (3,840,000) Offer Shares, representing eighty per cent. (80%) of the total Offer Shares. The number and percentage of the Offer Shares to be allocated to the participating parties will be determined at the discretion of the Financial Advisor in coordination with the Company.

Tranche (B): Individual Subscribers:

Comprising Saudi Arabian natural persons, including any Saudi female divorcee or widow with minor children from a marriage to a non-Saudi person who can subscribe for her own benefit or in the names of her minor children, on the condition that she proves that she is a divorcee or widow and the mother of her minor Saudi Arabian children, as well as any non-Saudi natural persons resident in the Kingdom or GCC natural persons. A subscription for Offer Shares made by a person in the name of his divorced wife shall be deemed invalid and the applicant shall be subject to the sanctions prescribed by law. If a duplicate subscription is made, the second subscription will be considered void and only the first subscription will be accepted. A maximum of nine hundred sixty thousand (960,000) Offer Shares representing twenty per cent. (20%) of the total Offer Shares shall be allocated to individual subscribers. If the individual subscribers do not subscribe in full to the Offer Shares allocated to them, the Financial Advisor may in coordination with the Company reduce the number of Offer Shares allocated to individual subscribers in proportion to the number of Offer Shares subscribed by them.

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Expected Offering Timetable:

Bidding and Book-Building Period for Participating Parties	Starting from Sunday 9 Safar 1447H (corresponding to 3 August 2025G) until the end of Thursday 13 Safar 1447H (corresponding to 7 August 2025G).
Deadline for Submission of Subscription Application Forms Based on the Number of the Offer Shares Allocated for Participating Entities	Thursday 20 Safar 1447H (corresponding to 14 August 2025G).
Subscription Period for Individual Subscribers	Starting from Tuesday 25 Safar 1447H (corresponding to 19 August 2025G) until the end of Wednesday 26 Safar 1447H (corresponding to 20 August 2025G).
Deadline for Payment of the Subscription Amount by Participating Entities Based on their Provisionally Allocated Offer Shares	Monday 24 Safar 1447H (corresponding to 18 August 2025G).
Deadline for Submission of Subscription Application Forms and Payment of the Subscription Amount by Individual Subscribers	Wednesday 26 Safar 1447H (corresponding to 20 August 2025G).
Announcement of the Final Allocation of the Offer Shares	Sunday 1 Rabi' al-Awwal 1447H (corresponding to 24 August 2025G).
Refund of Excess Subscription Monies (if any)	Wednesday 4 Rabi' al-Awwal 1447H (corresponding to 27 August 2025G).
Expected Commencement Date for Trading the Shares on the Exchange	Trading of the Company's Shares on the Exchange is expected to commence after the completion of all the relevant legal requirements and procedures. The trading commencement date of the Shares will be announced in local newspapers and Tadawul's website (www.saudiexchange.sa).

Note: The above timetable and dates therein are indicative and subject to change. Actual dates will be communicated on the websites of Tadawul (www.saudiexchange.sa), the Financial Advisor (www.alinmacapital.com) and the Company (www.mhg-int.com).

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

This announcement does not contain or constitute an offer of, or the solicitation of an offer to buy, the Offer Shares referred to herein to any person in any jurisdiction to whom or in which such offer or solicitation is unlawful. The offer and sale of the Offer Shares has not been and will not be registered under the applicable securities laws of any jurisdiction other than the Kingdom.

This announcement is being distributed subject to the provisions of the Rules on the Offer of Securities and Continuing Obligations (the “**OSCO Rules**”) issued by the CMA, and should not result in any binding undertakings to acquire shares or subscribe in the Offering. This announcement is for information purposes only and under no circumstances shall constitute an offer or invitation, or form the basis for a decision, to invest in any securities of the Company. Neither this announcement nor anything contained herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Investors may only

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subscribe in the Offer Shares on the basis of the CMA approved Arabic language prospectus to be issued and published in due course (the “**Prospectus**”). The information in this announcement is subject to change. In accordance with Article 51(d) of the OSCO Rules, copies of the Prospectus will, following publication, be available on the websites of the Company at (www.mhg-int.com), the Saudi Exchange at (www.saudiexchange.sa), the CMA at (www.cma.org.sa), as well as the Financial Advisor at (www.alinmacapital.com).

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There is no guarantee that the Offering will occur and you should not base your financial decisions on the Company's intentions in relation to the Offering at this stage. This announcement does not constitute a recommendation concerning the Offering nor any declaration or undertaking by any means. Acquiring Offer Shares to which this announcement relates may expose an investor to a significant risk of losing the entire amount invested.

Persons considering investment should consult an investment advisor or an authorized person specializing in advising on such investments.

The Financial Advisor is acting exclusively for the Company and no-one else in connection with the Offering. It will not regard any other person as its client in relation to the Offering and will not be responsible to anyone other than the Company for providing the protections afforded to its clients, nor for providing advice in relation to the Offering, the contents of this announcement or any transaction, arrangement or other matter referred to herein.

The contents of this announcement have been prepared by and are the sole responsibility of the Company. Neither the Financial Advisor nor any of its affiliates or respective directors, officers, employees, advisers or agents accepts any responsibility or liability whatsoever for or makes any representation or warranty, express or implied, as to the truth, accuracy or completeness of the information in this announcement (or whether any information has been omitted from the announcement) or any other information relating to the Company or its associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss howsoever arising from any use of this announcement or its contents or otherwise arising in connection therewith.

In connection with the Offering, the Financial Advisor and any of its affiliates, may take up a portion of the Offer Shares in connection with the Offering as a principal position and in that capacity may retain, purchase, sell, offer to sell for their own accounts such Offer Shares and other securities of the Company or related investments in connection with the Offering or otherwise.

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Accordingly, references in the Prospectus, once published, to the Company's shares being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, the Financial Advisor and any of its affiliates acting in such capacity. In addition, the Financial Advisor and any of its affiliates may enter into financing arrangements (including swaps or contracts for difference) with investors in connection with which the Financial Advisor and any of its affiliates may from time to time, acquire, hold or dispose of securities. The Financial Advisor does not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.



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