

Opportunity Overview

Marketing Home Group for Trading Company (hereinafter referred to as the “Company” or the “Issuer”) is a Saudi closed joint stock company registered under commercial registration no. 1010205534 dated 3 Muharram 1426H (corresponding to 12 February 2005G), Riyadh, Kingdom of Saudi Arabia. The Company’s head and registered office is located at the Al Aziziyah District, P.O. Box 8305, 14511 Riyadh, Kingdom of Saudi Arabia. As of the date of this prospectus (the “Prospectus”), the share capital of the Company is one hundred sixty million Saudi Arabian Riyals (SAR 160,000,000) divided into sixteen million (16,000,000) ordinary shares with a fully paid nominal value of ten Saudi Arabian Riyals (SAR 10) per share (the “Shares”).



Prospectus



IPO Webpage



Offering Timeline

Investment Opportunity Summary

Offering Type:
Initial Public Offering
On The Saudi Exchange’s Main Market

Offering Size:	Representing:	Capital:
4,800,00	30%	ﷲ160,000,000
Ordinary Shares	of The Capital	Total nominal value

In Numbers

ﷲ390m+

In Revenues
As of YE 2024

55%

Gross Profit Margin
As of YE 2024

24%

EBITDA Margin
As of YE 2024

15%

Net Profit Margin
As of YE 2024

765+

Employees

38+

Showrooms

19+

Strategic Partnerships

10+

Registered Trademarks

Sunday

3 Aug

Start of Bidding and Book-Building Period for Participating Parties

Thursday

7 Aug

End of Bidding and Book-Building Period for Participating Parties

Thursday

14 Aug

Deadline to Submit Subscription Applications by Participating Parties

Monday

18 Aug

Deadline for Payment by Participating Parties

Tuesday

19 Aug

Start of Subscription Period for Individual Subscribers

Wednesday

20 Aug

End of Subscription Period for Individual Subscribers

Wednesday

20 Aug

Deadline to Submit and Pay for Individual Subscription

Sunday

24 Aug

Announcement of Final Allocation

Wednesday

27 Aug

Refund of Excess Subscription Monies (if any)

Group brands



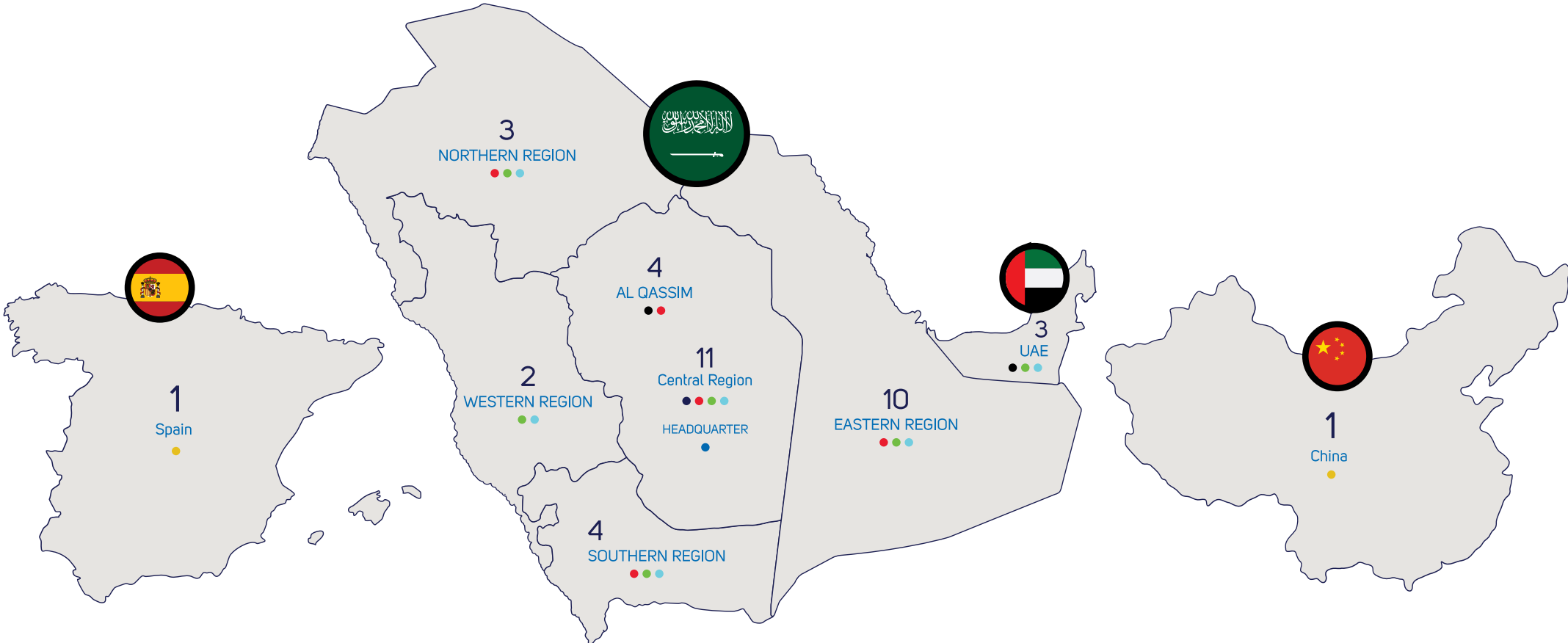
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Group branches locations



BUILD STATION

LIGHTING STORES

CERAMIC HOME

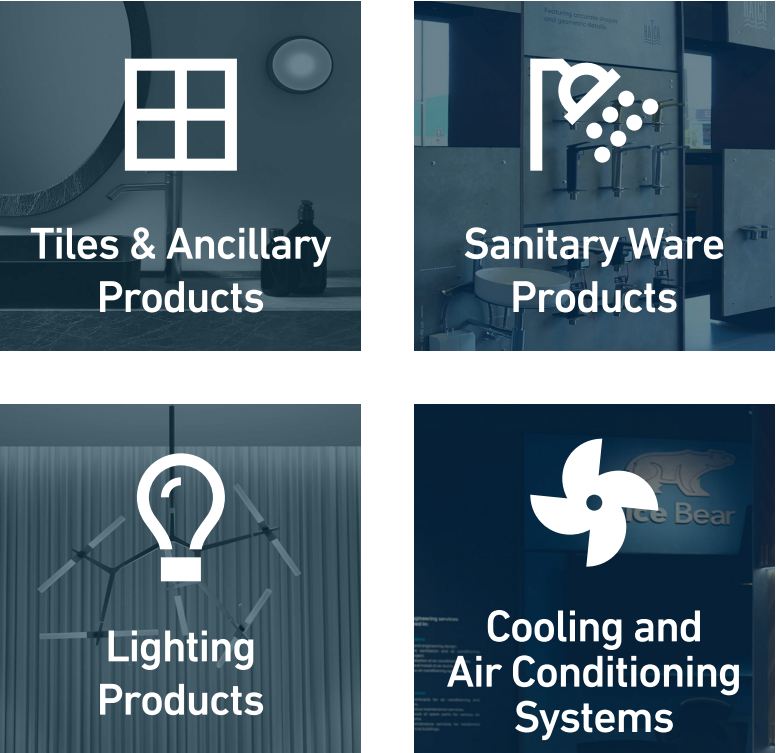
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Ownership Structure

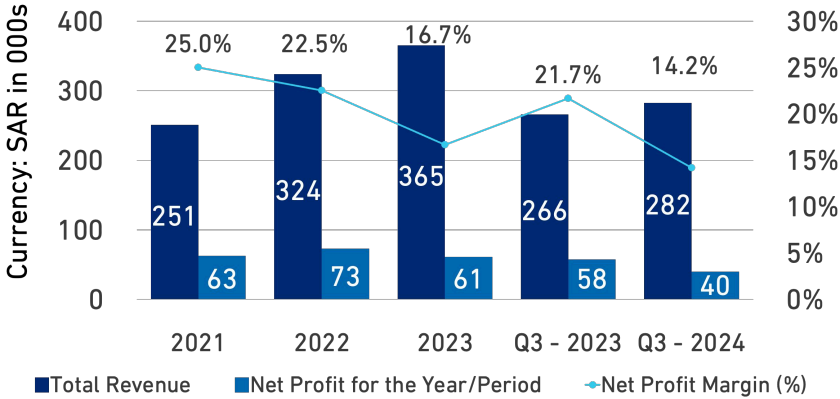
Shareholder	Pre-Offering		Post-Offering	
	Number of Shares	Ownership (%)	Number of Shares	Ownership (%)
Musaad Abdulrahman Abdulaziz AlQfari	6,397,313	%39.98	4,478,119	%27.99
Ali Mubarak Mohammed AlDosari	5,418,100	%33.86	3,792,677	%23.70
Mohammed Hisham Abdulrahman AlZamil	1,330,084	%8.31	931,058	%5.82
Other shareholders owning less than 5% (16 shareholders)	2,854,503	%17.87	1,998,146	%12.50
Public	-	-	4,800,000	%30.0
Total	16,000,000	%100.0	16,000,000	%100.0

Product Categories



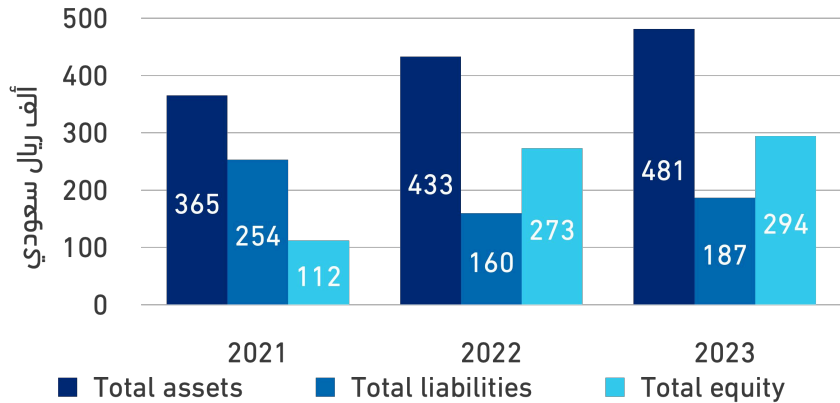
Statement of Income Summary

Currency: SAR in 000s	2021G	2022G	2023G	As Of 30 September 2023G	As Of 30 September 2024G
Total Revenue	250,894	323,743	365,432	266,082	282,326
Cost of Revenue	(101,915)	(122,841)	(155,934)	(112,913)	(124,038)
Profit From Operations	69,011	76,928	71,491	63,652	45,974
Net Profit for the Year/Period	62,786	72,929	60,914	57,708	40,104



Statement of Financial Position Summary

Currency: SAR in 000s	2021G	2022G	2023G	As Of 30 September 2024G
Total assets	365,378	433,235	481,359	481,206
Total liabilities	253,513	160,062	187,042	184,292
Total equity	111,866	273,173	294,316	296,914



Financial Advisor, Lead Manager, Bookrunner and Underwriter



Receiving Agents

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