



Rasan's Intention to Float on the Saudi Exchange's

Main Market

"Since our inception, Rasan has been dedicated to developing innovative solutions and diverse business models, driving our growth and expanding our suite of services. We have proudly held a leading market share in our sector, reflecting the strength of our InsurTech offerings. This drive for excellence has positioned us among the 25 fastest growing FinTech organizations in the Middle East for two consecutive years in 2022 and 2023. With our growth trajectory, we are committed to achieving new milestones and becoming the first FinTech company to be listed on the Main Market of the Saudi Exchange.

Rasan's transition into a publicly listed company allows us to unlock our full potential for innovation and development. It will pave the way for exciting product launches and accelerate the realization of our strategic ambitions, aligning with the opportunities in the markets we serve. This strategic step will catalyze the evolution of the FinTech and InsurTech sectors in the Kingdom, driving innovation and advancing Rasan on a global stage in line with the ambitions of Vision 2030."

Moayad Alfallaj Co-founder and CEO of Rasan

Rasan at a Glance



The leading FinTech and InsurTech services provider in Saudi Arabia.



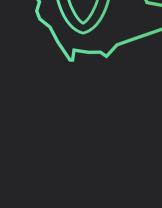
The Group owns Tameeni, the first and largest insurance aggregator in KSA by Gross Written Premiums (GWP) with dominant market shares in the motor and leasing insurance segments.



A robust portfolio of innovative companies and platforms, including Tameeni for insurance aggregation, Treza for insurance policy management solutions, Awal Mazad for car auctioning, and R Solutions for predictive

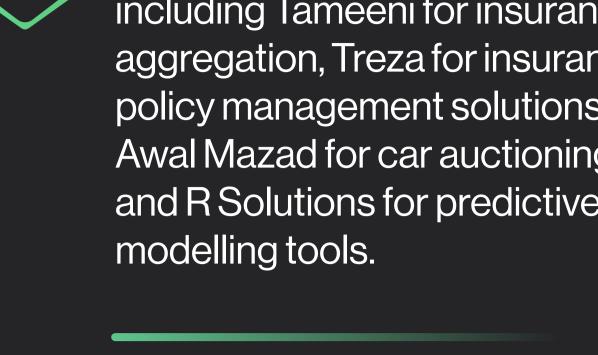


A strong track record of growth and profitability, with a CAGR of 81% over 2020G-2023G and an Adjusted EBITDA margin of 28% in 2023.

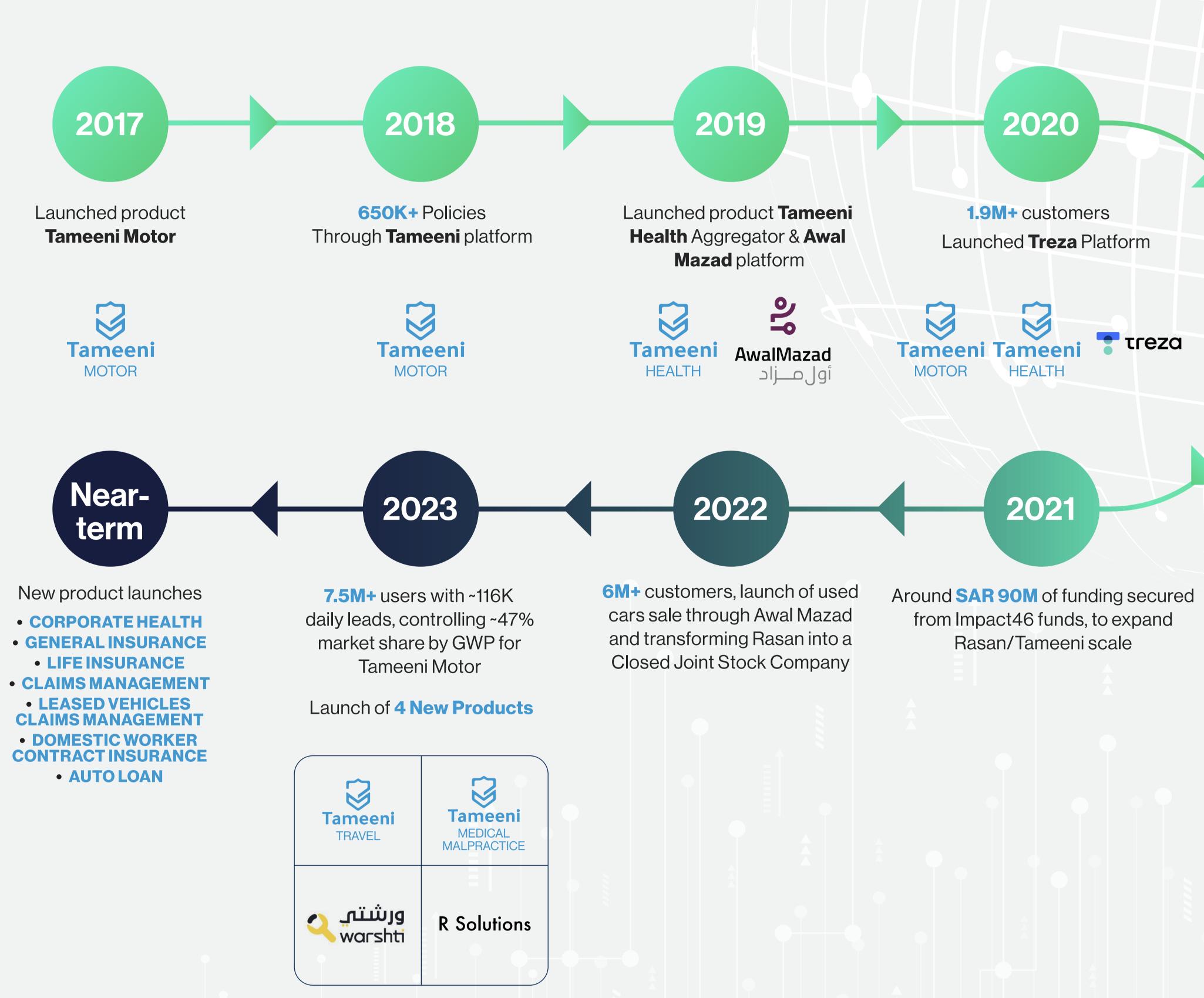


FinTech and InsurTech industries, with a commitment to expanding the stakeholder economy, directly contributing to the Financial Sector Development Program and advancing the FinTech sector under Vision 2030.

A key player in the Kingdom's



A Journey of Innovation and Market Leadership



Rasan in Numbers



Market

industry.

30% 100%* 22,740,000 of the Company's issued share or 22,740,000 ordinary shares will be listed capital (after the issuance of Offer Shares will

Rasan is listing 30% of its share capital through an initial public offering on the Main Market of the Saudi Exchange.

All the Offering Shares will be offered to individual and institutional investors (including institutional investors outside

the United States), with a claw-back by the retail investors of up to 10%, as determined by the Financial Advisors.

The final offer price will be determined at the end of the book-building process.

on the Saudi Exchange's Main

Key Investment Highlights

the New Shares and the

Company's capital increase)

subscribe for all of the Offer Shares allocated thereto, the number of Offer Shares allocated to Participating Parties may be reduced to 90% of the total Offer Shares.

be offered to

retail investors institutional investors *In the event that Individual Subscribers

10%

shares to be clawed

back and offered to

Leading the way in the Kingdom Rasan is the leading FinTech and InsurTech services provider in Saudi Arabia, and is a premiere innovator in the insurance

innovation and enhance the FinTech sector's contribution to the GDP.

million customers as of September 2023G.

Operating in the largest economy in the region The company leverages secular trends of accelerated FinTech disruption in Saudi Arabia, with the country being the largest and

Rasan thrives on the Kingdom's dynamic digital transformation initiatives, part of Vision 2030, which foster industry-wide

fastest growing economy in the region and a Total Addressable Market (TAM) expected to expand 4.5x between 2022G to 2027G.

Solid foundation in a robust economy

High levels of customer retentions Rasan's platforms and products promote high levels of customer and partners' adoption and retention, allowing it to partner with

24 insurance companies, 22 banks and leasing companies, several data providers and payment portals, and serve more than 7.5

have defined its remarkable trajectory of growth and innovation.

Guided by a founder-led executive management team Over a century of collective expertise, Rasan's leadership possesses the vision, experience, and commitment to excellence that

Joint Financial Advisors,

Bookrunners and Underwriters

Morgan Stanley



Receiving Banks









www.rasan.co