



**Purity for Information  
Technology (“Purity”)  
Opportunity Overview**

October 2024

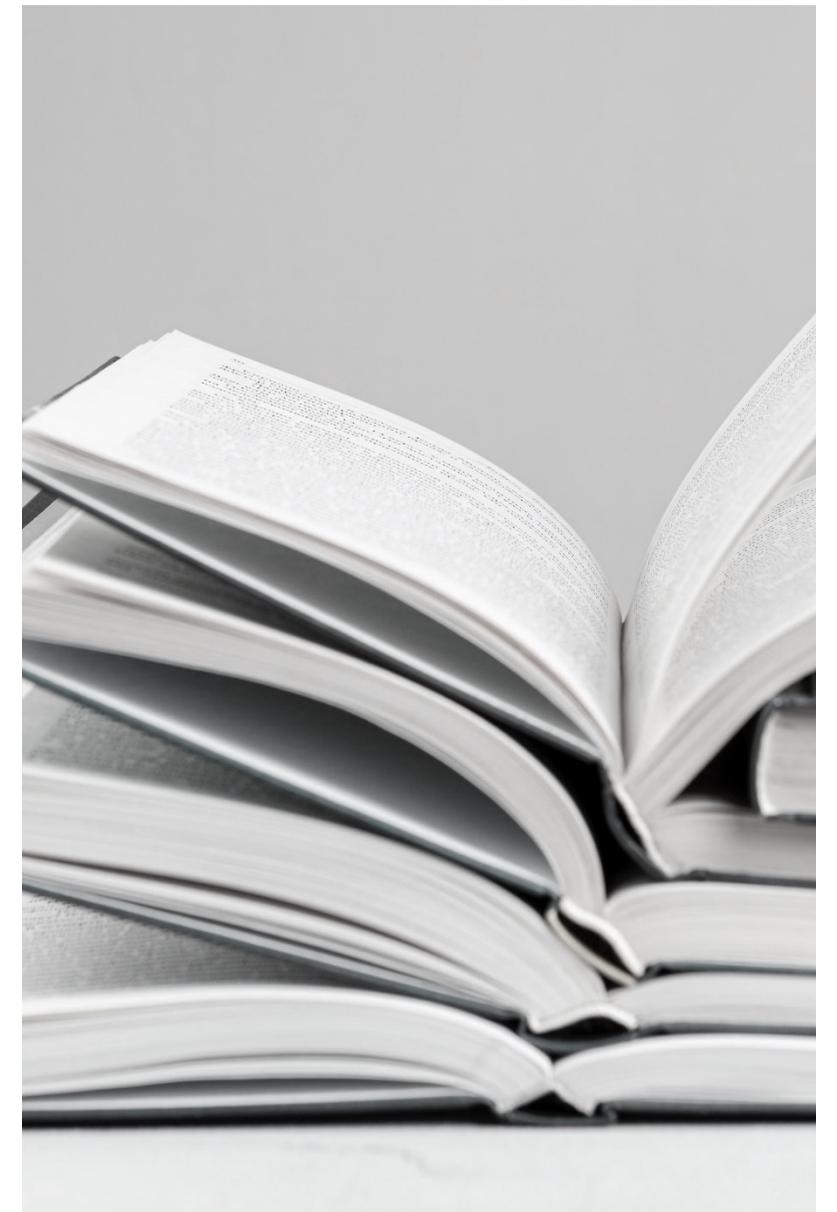
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# Glossary of Terms

Glossary	Definition
The Company or Issuer	Purity for Information Technology
YAQEEEN	Yaqeen Capital
CMA	Capital Market Authority
Tadawul	Saudi Tadawul Group
Qualified Investors	<p>Clarified in Part 8 of the Rules on the Offer of Securities and Continuing Obligations, Articles 46 and 47 of the Investment Funds Regulations and Article 45 of the Real Estate Investment Funds Regulations, any of the following:</p> <ol style="list-style-type: none"> <li>1. Capital Market Institutions acting for their own account.</li> <li>2. Clients of a Capital Market Institution by the Authority to conduct managing activities provided that this Capital Market Institution has been appointed as an investment manager on terms which enable it to make decisions concerning the acceptance of an offer and investment in the Parallel Market on the client's behalf without obtaining prior approval from the client.</li> <li>3. The Government of the Kingdom, any government body, any supranational authority recognized by the Authority or the Exchange, and any other stock exchange recognized by the Authority or the Securities Depository Center.</li> <li>4. Government-owned companies, either directly or through a portfolio managed by a Capital Market Institution authorized to carry out managing activities.</li> <li>5. Companies and funds established in a member state of the Cooperation Council for the Arab States of the Gulf.</li> <li>6. Investment Funds.</li> <li>7. Any other legal persons allowed to open an investment account in the Kingdom and an account at the Depository Center.</li> <li>8. Natural persons allowed to open an investment account in the Kingdom and an account at the Depository Center, and fulfil any of the following criteria: <ul style="list-style-type: none"> <li>• Has conducted transactions in security markets of not less than 40 million Saudi riyals in total, and not less than ten transactions in each quarter during the last twelve months</li> <li>• His net assets are not less than 5 million Saudi Riyals.</li> <li>• works or has worked for at least three years in the financial sector.</li> <li>• Holds the General Securities Qualification Certificate which is recognized by the Authority.</li> <li>• holds a professional certificate that is related to securities business and accredited by an internationally recognized entity.</li> </ul> </li> <li>9. Any other persons prescribed by the Authority.</li> </ol>



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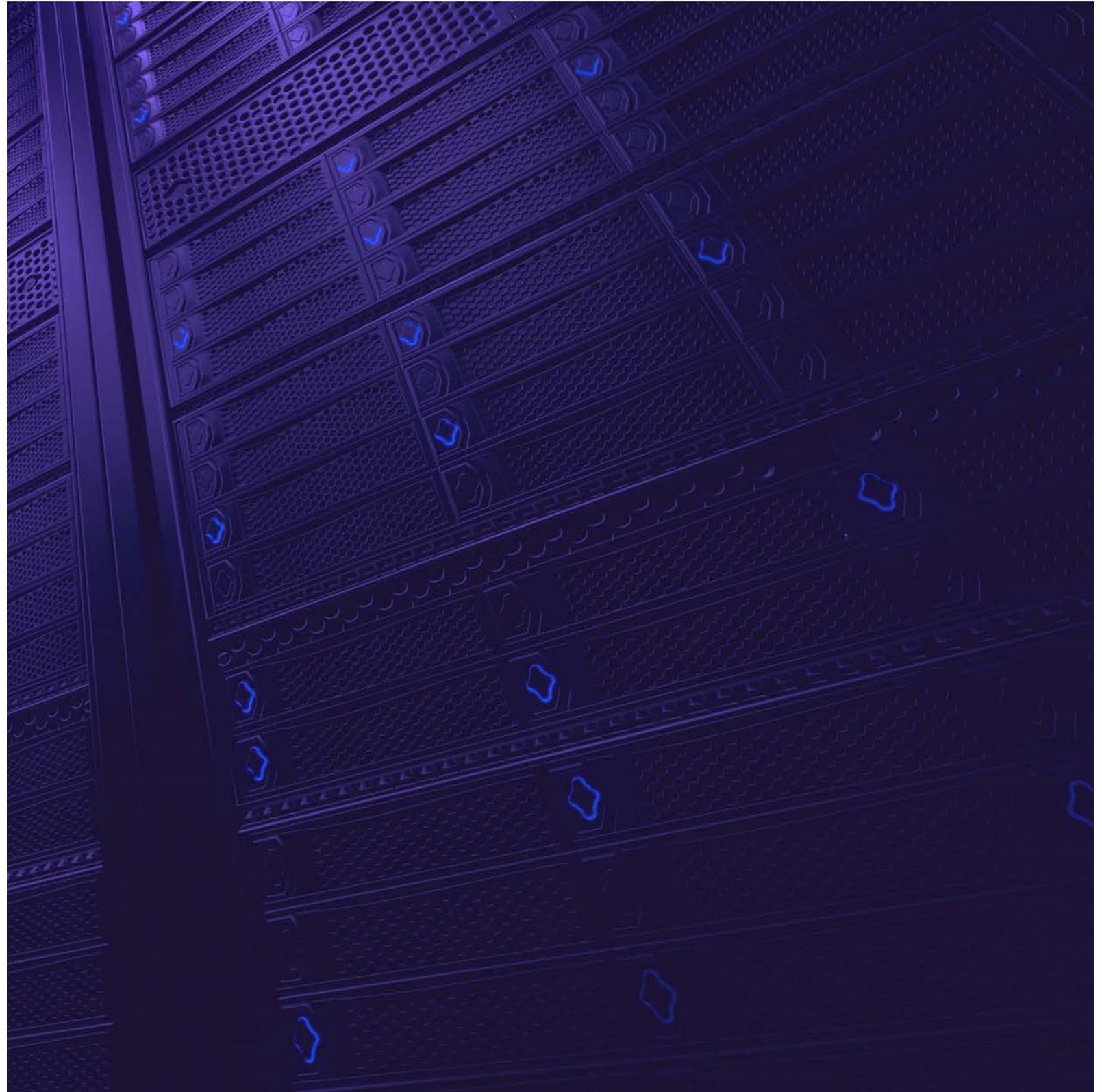
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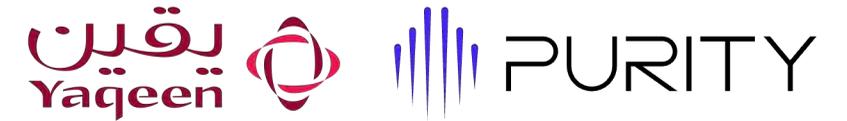
# Company Overview

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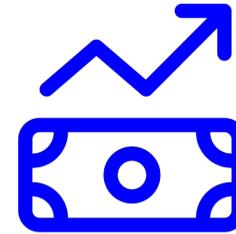
## At a Glance

### The Company Overview



#### Founding :

A Saudi joint stock company established in **2016**.



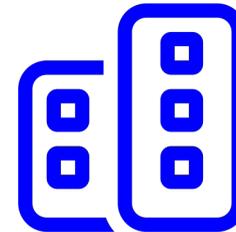
#### Capital:

SAR 12,000,000 Before IPO  
SAR 15,000,000 After IPO



#### Location:

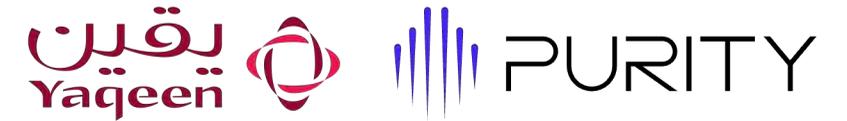
Located in **Riyadh** City,  
Saudi Arabia.



#### Sector:

The company specializes in **Information Technology solutions**, software development and software services, regulatory services, cloud services, data office and management services, end-user management.

# Company capital developments



2016



Established as a sole proprietorship with a capital of (10,000) SAR

2021



The capital increased to (200,000) SAR

2022



The capital increased to (10,000,000) SAR

2023



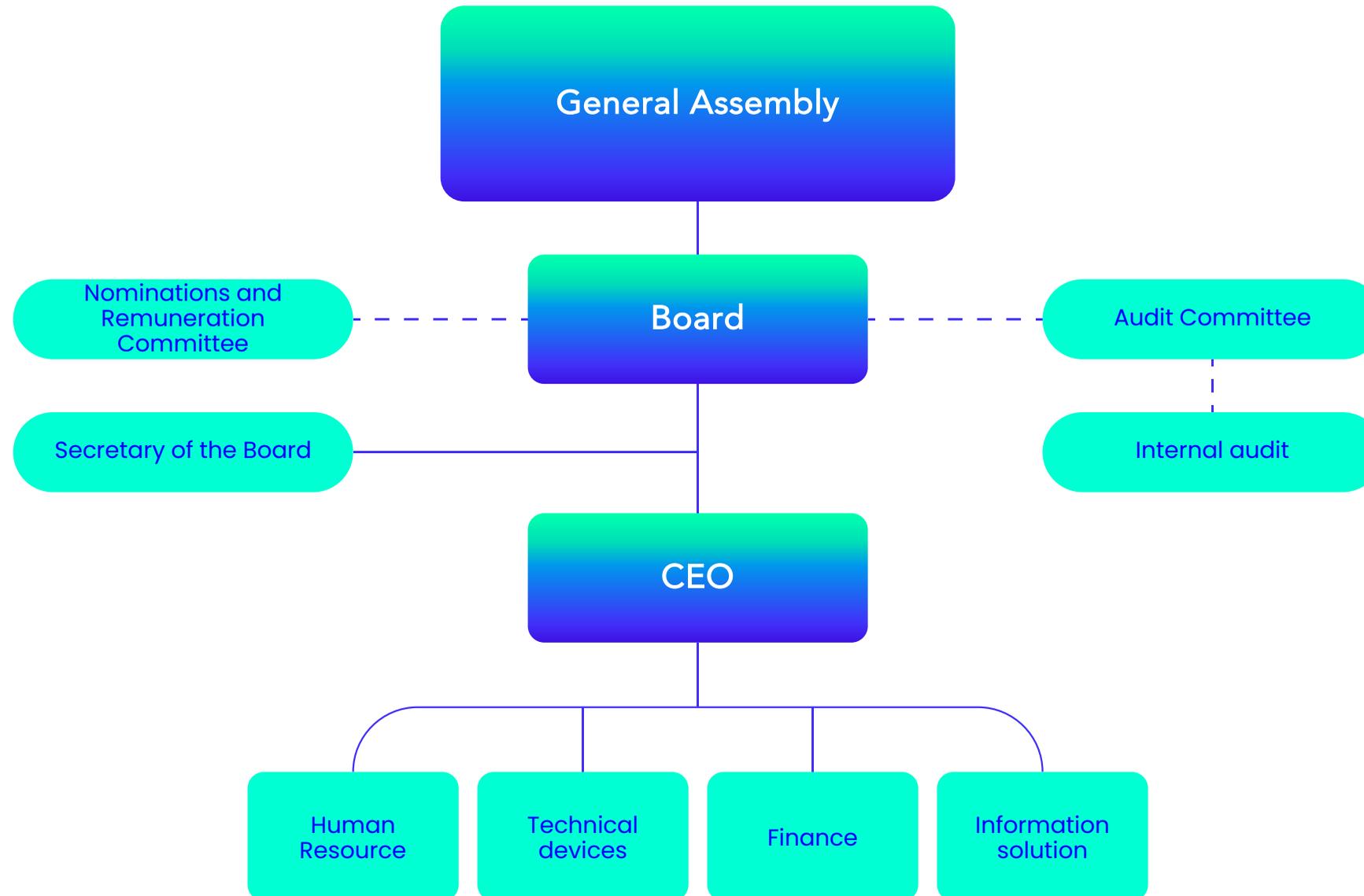
Converted to a closed joint stock company, The capital increased to (12,000,000) SAR

2024

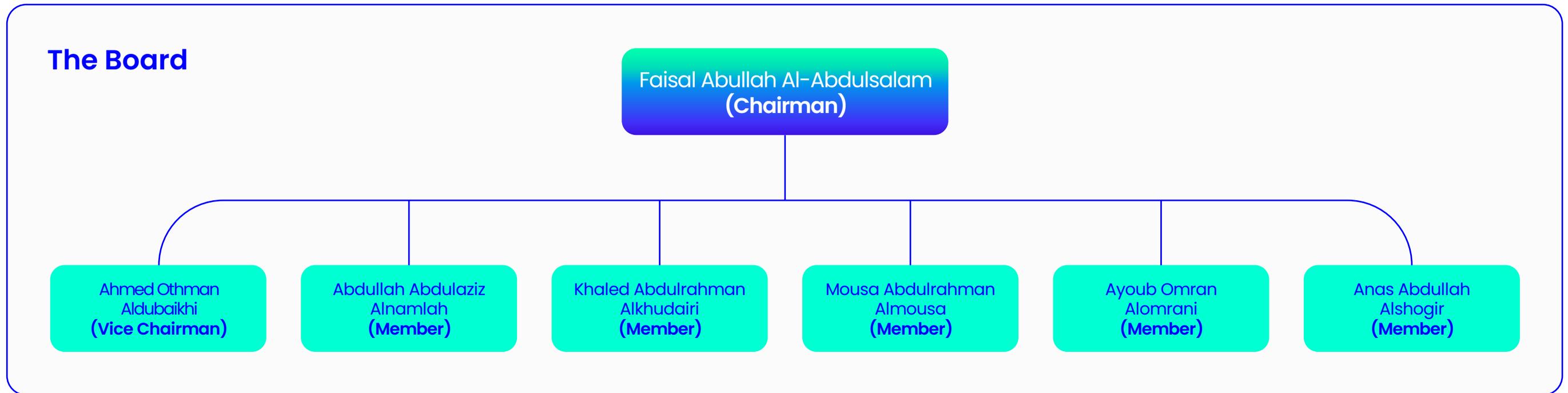


Obtained the approval of the Capital Market Authority for registration, offering and listing in the parallel market

# Purity Organization Structure



# Board & Shareholding Structure (1/2)

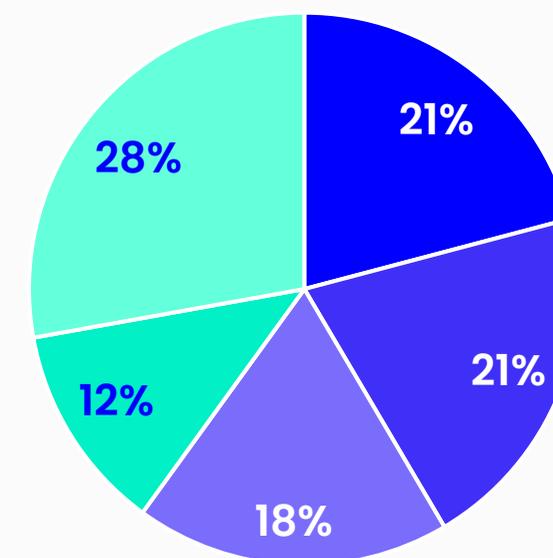


## Board & Shareholding Structure (2/2)

### Current Shareholding Structure

#	Shareholders	Before IPO		After IPO	
		Number of shares	Percentage	Number of shares	Percentage
1	Faisal Abdullah Al-Abdulsalam	2,508,000	%20.90	2,508,000	%16.72
2	Abdulsatar ismail Al-maimani	2,472,000	%20.60	2,472,000	%16.48
3	Core vision investment company	2,220,000	%18.50	2,220,000	%14.80
4	National Dimensions Investment Company	1,461,840	%12.18	1,461,840	%9.75
5	Other shareholders who own less than 5%	3,338,160	%27.82	3,338,160	%22.25
7	Qualified investors	-	-	3,000,000	20.00%
<b>Total</b>		<b>12,000,000</b>	<b>%100.00</b>	<b>15,000,000</b>	<b>%100.00</b>

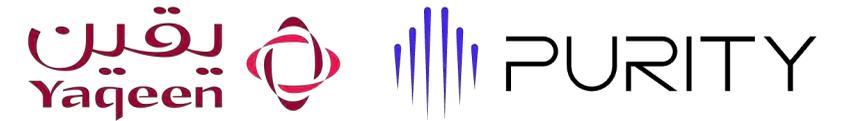
### Current Shareholders



- Faisal Abdullah Al-Abdulsalam
- Abdulsatar ismail Al-maimani
- Core vision investment company
- National Dimensions Investment Company
- Other shareholders who own less than 5%

## Purity Company

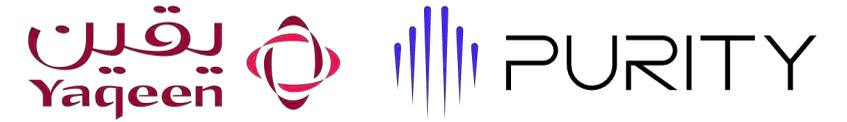
The Company's strategy:



The company offers a comprehensive range of diverse services, including software development and services, cloud, regulatory, data office, and end-user management. This moment is integrated into an interconnected and integrated environment, capable of seeing the future. It uses the latest models to provide effective and innovative solutions, committed to the highest standards of quality and excellence in the market. The company's strategy is a great combination of elements with fundamental factors and sustainability, and to strengthen its presence as a leading player in the field of technical services.

## Purity Company

The Company's strengths and competitive advantages (1/2):



### **A leadership position in the local market:**

The company is one of the most prestigious and leading companies in the market, and it maintains this leadership position through several factors, including the following:

- Applying high governance standards in addition to implementing a flexible business model.
- Establishing partnerships and signing framework agreements to provide administrative, strategic and technical consulting services with a number of governmental and semi-governmental agencies and the private sector.
- Providing comprehensive and integrated services to cover all customer needs.

### **Providing comprehensive and integrated services:**

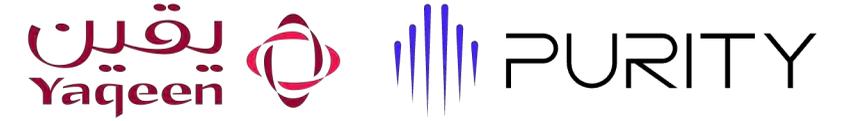
The diversity of the company's fields of work and the integration of its products and services, in addition to continuous development, contribute to covering all current and future customer needs and enhance its presence as a strategic partner that provides integrated and innovative solutions to meet customer needs. On the other hand, providing services with high quality on an ongoing basis enables the company to gain the trust of its corporate and individual clients, in addition to the company obtaining many accreditations and certificates in its field of work.

### **Effective corporate business model:**

The company applies a number of internal laws and regulations that ensure the establishment of sound administrative structures, clarify how decisions are made through them, distribute responsibilities, powers and duties, and clarify the relationship between the concerned parties represented by the Board of Directors, management, shareholders and stakeholders, in a way that leads to the absence of a conflict of interest between these parties. Parties and company growth.

## Purity Company

The Company's strengths and competitive advantages (2/2):



### **Distinct and strong relationships with major clients:**

The company was able to build a broad and stable base and strong relationships during the past period with many of its customers by providing numerous, high-quality products and services. The company's client base also includes many leading entities in the public and private sectors, which reflects the confidence it enjoys in the market.

### **Ability to keep up with the market:**

The company has the ability to adapt to shifts in the market, allowing it to stay at the forefront of technological developments and effectively meet customer expectations.

### **An experienced management team and employees with high experience and qualifications:**

The company's possession of specialized expertise and knowledge in relevant fields represents a competitive advantage, as it can create added value for its customers through a deep understanding of their needs and providing innovative solutions.

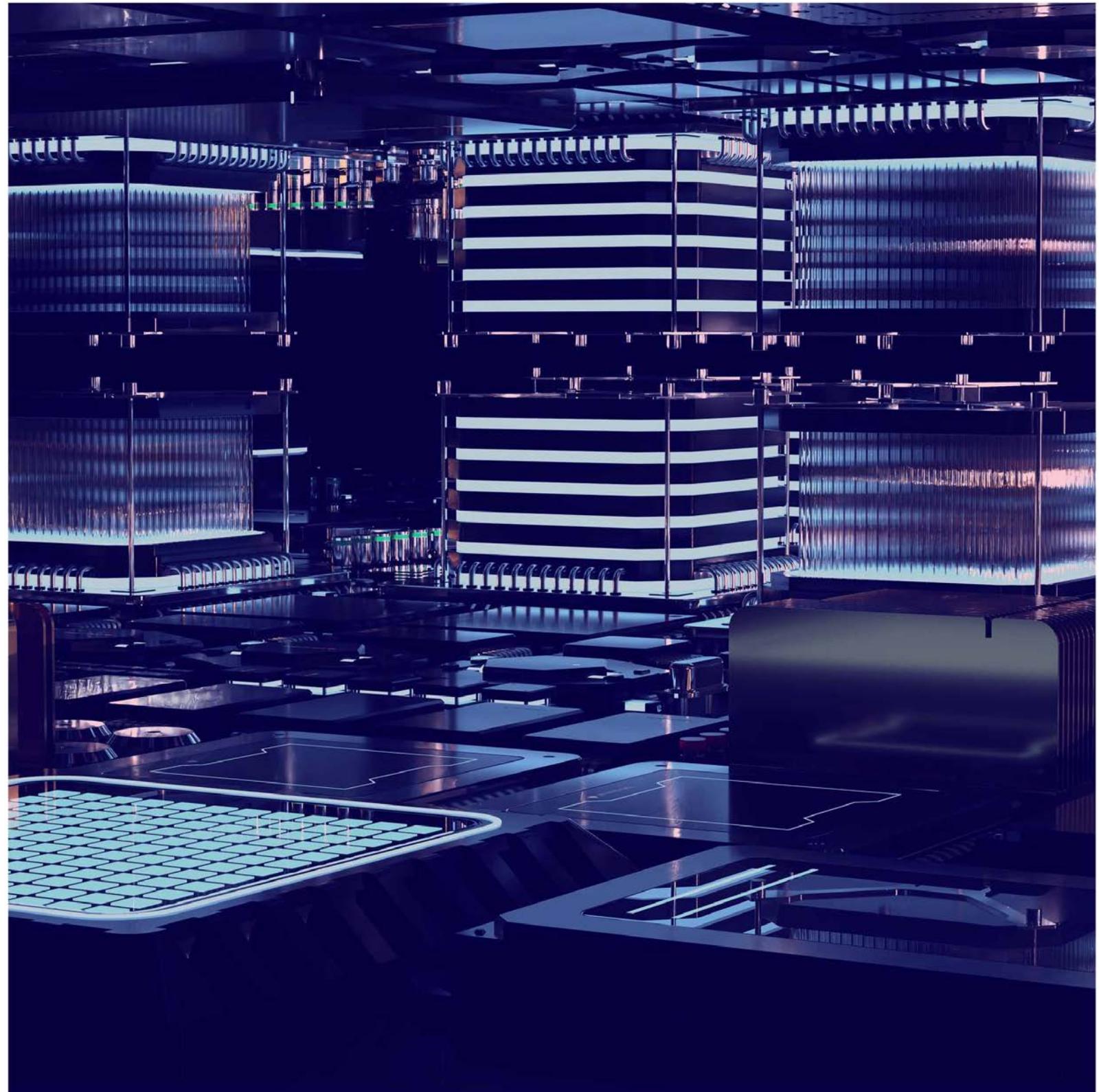
### **Supply of technical devices:**

The company is able to meet customer needs by supplying the latest technical devices, such as computers, printers and accessories, which adds value to its comprehensive services.

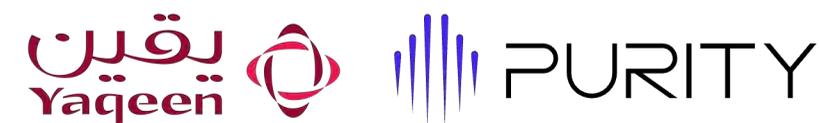
02

# Historical Financial Statements

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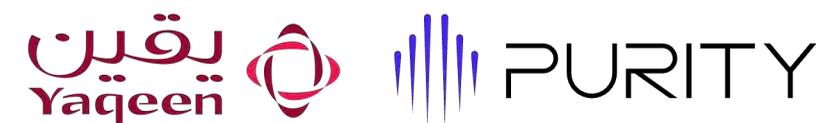
## Historical Balance Sheet :



Historical Balance Sheet (figures in SAR)	FY2021	FY2022	FY2023
<b>Current Assets</b>	4,034,472	36,118,523	37,639,628
<b>Non-Current Assets</b>	41,474	323,154	2,559,417
<b>Total Assets</b>	<b>4,075,946</b>	<b>36,441,677</b>	<b>40,199,045</b>
<b>Current liabilities</b>	2,176,946	23,872,220	23,903,440
<b>Non-current liabilities</b>	16,426	157,309	500,395
<b>Total Liabilities</b>	<b>2,193,372</b>	<b>24,029,529</b>	<b>24,403,835</b>
<b>Equity</b>	1,882,574	12,412,148	15,795,210
<b>Liabilities &amp; Equity</b>	<b>4,075,946</b>	<b>36,441,677</b>	<b>40,199,045</b>

Source: Audited Financials

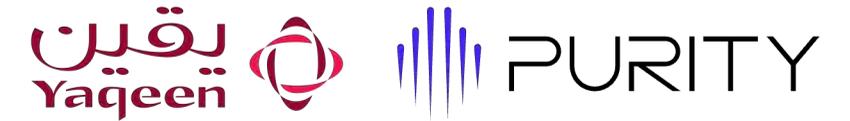
## Historical Income Statement :



Historical Income Statement (figures in SAR)	FY2021	FY2022	FY2023
Revenue	7,056,673	43,051,132	63,051,055
Cost of Revenue	(5,309,576)	(38,371,857)	(51,894,983)
Gross Profit	1,747,097	4,679,275	11,156,072
Gross Profit Margin (%)	24.76%	10.87%	17.69%
Operating profit	1,395,411	2,502,100	6,529,894
Operating Profit Margin (%)	19.77%	5.81%	10.36%
Profit for the year	1,353,883	2,143,683	5,485,525
Net Profit Margin (%)	19.19%	4.98%	8.70%

Source: Audited Financials

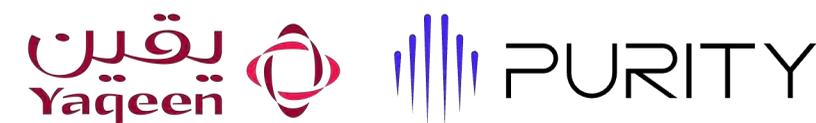
## Historical Summary Cash Flow:



Historical Cash Flow (figures in SAR)	FY2021	FY2022	FY2023
Cash (used in)/ generated from operating activities	(91,164)	(4,827,846)	1,521,330
Net cash generated from / (used in) investing activities	(44,430)	(331,063)	(2,049,642)
Net cash generated from / (used in) Financing activities	-	9,202,330	1,101,538

Source: Audited Financials

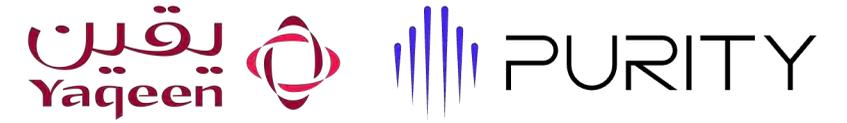
## Historical Key Financial Indicators:



Key Financial Indicators	FY2021	FY2022	FY2023
<b>Key General Indicators</b>			
Total Assets	4,075,946	36,441,677	40,199,045
Equity	1,882,574	12,412,148	15,795,210
Revenues	7,056,673	43,051,132	63,051,055
Cost of Revenues	(5,309,576)	(38,371,857)	(51,894,983)
Net Profit	1,353,883	2,143,683	5,485,525
<b>General Trends</b>			
Growth in Revenues	NA	510.08%	46.46%
Growth in Net Income	NA	58.34%	155.89%
<b>Performance</b>			
Gross Profit margin	24.76%	10.87%	17.69%
Operating Profit margin	19.77%	5.81%	10.36%
Net Profit Margin	19.19%	4.98%	8.70%
Return on Equity	71.92%	17.27%	34.73%
Return on Assets	33.22%	5.88%	13.65%
Current Ratio	1.85x	1.51x	1.57x

Source: Audited Financials

## Revenue Breakdown by Sectors:

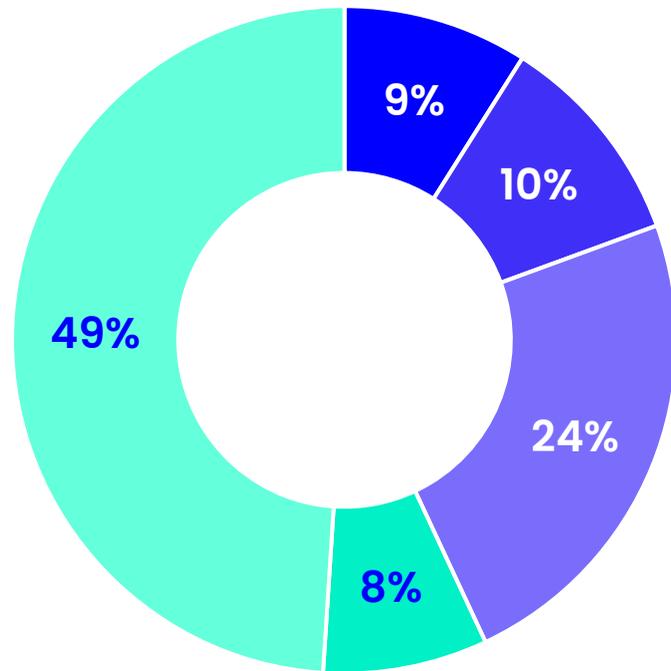


Sectors	FY end of Jun 2022	FY end of Jun 2023	Dec-23
Software development and services	3,871,631	7,306,294	1,147,200
Cloud services	4,496,896	7,230,034	678,292
Regulatory services	10,155,417	11,761,523	2,032,624
Data office and management services	3,445,600	4,528,496	2,258,513
End-user management	21,081,588	32,224,708	25,923,259
<b>Total</b>	<b>43,051,132</b>	<b>63,051,055</b>	<b>32,039,887</b>

\*Financial statement years ending of Jun.

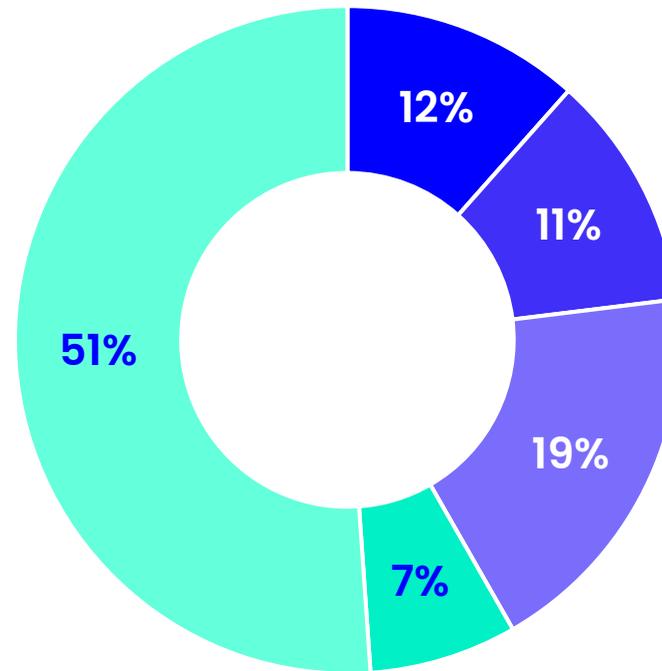
# Revenue of sectors

FY end of Jun 2022



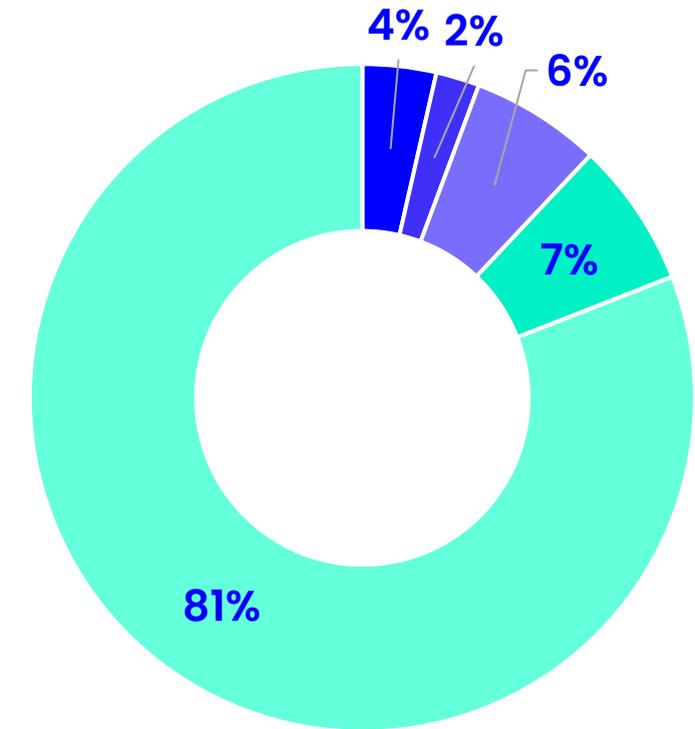
- software development and services
- cloud services
- regulatory services
- data office and management services
- end-user

FY end of Jun 2023



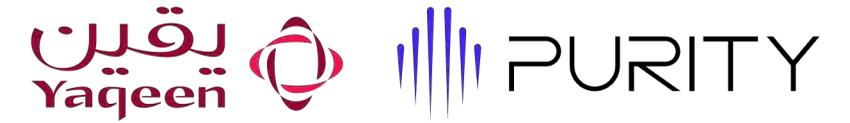
- software development and services
- cloud services
- regulatory services
- data office and management services
- end-user

Dec-23



- software development and services
- cloud services
- regulatory services
- data office and management services
- end-user

## Revenue Breakdown by Sectors:



Sectors	FY end of Jun 2022	FY end of Jun 2023	Dec-23
Government Sector	8,493,251	5,032,140	9,304,640
Semi-Government Sector	9,221,549	21,734,370	9,356,454
Private Sector	25,336,332	36,284,545	13,378,793
<b>Total</b>	<b>43,051,132</b>	<b>63,051,055</b>	<b>32,039,887</b>

03

# Transaction Summary

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# Transaction Summary

## IPO Offering



Size

The offering will consist of (3,000,000) shares.



Tranche

Qualified Investors (Institutional & Retail)

## IPO Highlight

<b>Offering period</b>	Begins on Wednesday 13/04/1446 AH (corresponding to 16/10/2024 G) and continues for a period of Five (5) days ending on Thursday 19/04/1446 AH (corresponding to 22/10/2024 G).
<b>Offering Type</b>	Primary IPO in in parallel market of the Saudi exchange (Nomu)
<b>Use of Proceeds</b>	Capital increase, and financing the company expansion plan.
<b>Offered Shares</b>	Offering three million (3,000,000) ordinary shares representing (20.00%) of the company's total capital after the offering (which represents 25.00% of the company's capital before the offering)
<b>Distribution</b>	100% will be allocated to qualified investors
<b>Minimum Bidding</b>	Minimum bid is (100) offered shares.
<b>Maximum Bidding</b>	Maximum Bid is (749,900) offered shares.
<b>Lock-up Period</b>	12 Months for all cofounders Shareholders.



**Thank You**

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