

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 Fin Tech 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.



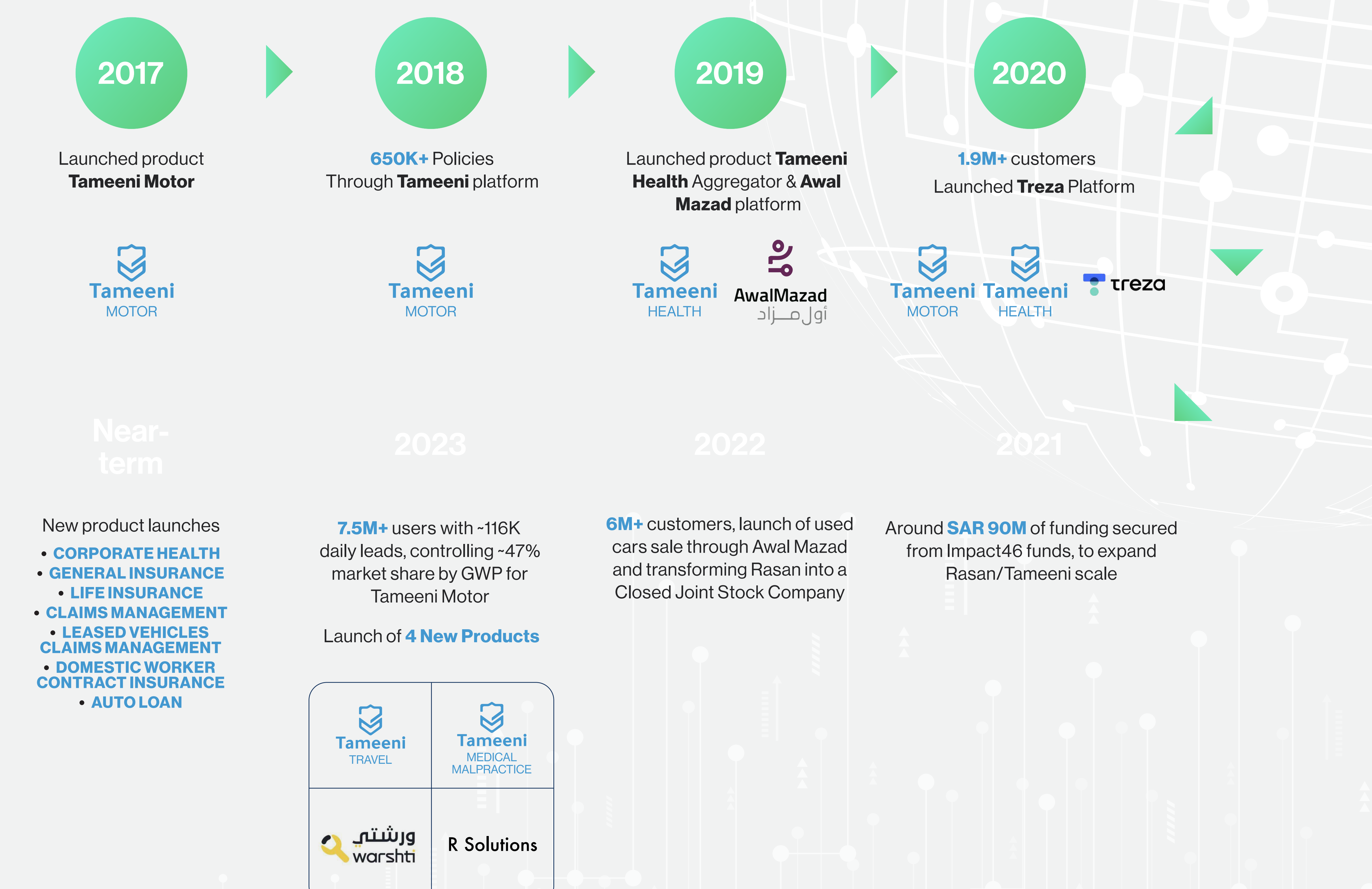
A robust portfolio of innovative companies and platforms, including Tameeni for insurance aggregation, Treza for insurance policy management solutions, Awal Mazad for car auctioning, and R Solutions for predictive modelling tools.

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.



A key player in the Kingdom's 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 Journey of Innovation and Market Leadership



Rasan in Numbers



The Offering

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.

22,740,000 ordinary shares will be listed on the Saudi Exchange's Main Market	30% of the Company's issued share capital (after the issuance of the New Shares and the Company's capital increase)	100%* or 22,740,000 Offer Shares will be offered to institutional investors	10% shares to be clawed back and offered to retail investors
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The final offer price will be determined at the end of the book-building process.

*In the event that Individual Subscribers subscribed for all of the Offer Shares allocated to them, the number of Offer Shares allocated to Participating Parties may be reduced to 90% of the total Offer Shares.

Key Investment Highlights

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 industry.

Solid foundation in a robust economy

Rasan thrives on the Kingdom's dynamic digital transformation initiatives, part of Vision 2030, which foster industry-wide innovation and enhance the FinTech sector's contribution to the GDP.

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

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 million customers as of September 2023G.

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 have defined its remarkable trajectory of growth and innovation.

Joint Financial Advisors, Bookrunners and Underwriters

Morgan Stanley

السوق الفرنسي كابيتال
Saudi Fransi Capital

Receiving Banks

البنك السعودي الفرنسي
Banque Saudi Fransi

مصرف الراجحي
alrajhi bank

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