

4193

Governance: C

# NICE ONE

Nice One Beauty Digital Marketing Co.

**13.07** SAR / Share

As of: May 28, 2026

<p>—</p> <p><b>P/E RATIO</b></p> <p>Trailing 12 Months</p>	<p><b>3.9x</b></p> <p><b>P/B RATIO</b></p> <p>Price to Book Value</p>	<p>—</p> <p><b>DIVIDEND YIELD</b></p> <p>Annual Dividend / Share</p>	<p><b>1.51B</b></p> <p><b>SAR</b></p> <p><b>MARKET CAP</b></p> <p>Total Valuation</p>	<p><b>0.66</b></p> <p><b>BETA</b></p> <p>Systematic Risk Index</p>	<p><b>-1.3%</b></p> <p><b>NET MARGIN</b></p> <p>Net Profit / Revenue</p>
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## Company Profile

Nice One Beauty Digital Marketing Company is a Saudi Joint Stock Company registered in Riyadh, Kingdom of Saudi Arabia. The principal objectives of the Company and its subsidiaries (the Group) are the retail business of perfumes, cosmetics, soap, and incense.

## The Story

"Nice One is a newly listed Saudi beauty e-commerce leader navigating a transition phase marked by regional expansion and near-term margin compression."

Financial Metric	Value
Return on Capital (ROIC)	22.8%
Debt-to-Equity Ratio	4.5%
Sustainable Growth Rate	+185.1%

## Growth Story

Nice One's growth trajectory reflects a transition from rapid domestic expansion to regional positioning. Historically, revenues climbed from 782.36 million SAR in FY 2023 to 1.02 billion SAR in FY 2025. However, the trailing twelve months (TTM) revenue of 987.65 million SAR indicates a recent slowdown, further... [\[Read full story\]](#)

## Corporate Governance Profile

### Rating: C

We track 4 key governance disclosures in our database.

## Profitability Dynamics

The company's profitability profile highlights a stark contrast between historical efficiency and current operational headwinds. However, recent performance shows severe margin compression, with TTM operating income falling into a loss of -5.86 million SAR (operating margin of -0.59%) and a net loss of -12.50 million... [\[Read full story\]](#)

## Risk & Capital Structure Factors

Nice One's risk profile is characterized by low formal debt but rising operational commitments and market-specific challenges. The company's latest balance sheet shows no traditional bank debt, with its 68.26 million SAR in total debt consisting entirely of lease liabilities, which is well-covered by its cash balance... [\[Read full story\]](#)