

## **NSX Announcement**

30 April 2025

### **PROPOSED NASDAQ IPO AND APPOINTMENT OF LEAD ADVISER**

Nuren Group Limited (NSX: NRN) (**Nuren** or the **Company**) is pleased to announce the appointment of ZICO Evolve Capital SDN BHD (**ZICO Evolve**) as Lead Advisor to the Company in relation to a proposed Initial Public Offering (**IPO**) of the Company on the NASDAQ Stock Exchange (**NASDAQ**) in the United States.

#### **Strategic Leap into Global Capital Markets**

The proposed IPO on the NASDAQ represents a strategic and significant milestone in Nuren's next phase of growth, as the company seeks to broaden its capital markets footprint and tap into the deep liquidity and global investor base of the NASDAQ.

"This is more than just a listing - it's a positive step forward in our mission to build Southeast Asia's most trusted ecosystem for women, from marriage to motherhood," said Petrina Goh, Group CEO of Nuren.

"Partnering with Zico Evolve provides the Company salient advice and support to navigate the complexities of a NASDAQ listing while remaining true to our purpose and community roots."

As a female-focused digital platform with market-leading brands such as Motherhood.com.my, Ibuencer.com and Kelabmama.com, Nuren is well-positioned to capture regional and global investor interest - particularly within sectors aligned with digital media, e-commerce, parenting and women's health.

Nuren has also recently launched the Motherhood Parenting SuperApp, designed to support over 5 million mothers and parents in tracking pregnancies, accessing healthcare resources, engaging with expert-led content, and shopping for family essentials, all within a single integrated platform.

#### **Expert Guidance to Navigate Cross-Border Capital Markets and IPO Pathway**

Zico Evolve brings deep experience in cross-border advisory, capital markets, and IPO readiness, with a proven track record of supporting Southeast Asian companies in their globalisation journeys. Their engagement as Lead Adviser will include capital market strategy, regulatory preparation, investor readiness and stakeholder communication.

"Nuren represents the kind of purposeful, high-growth company that resonates with global investors - especially on NASDAQ," said Encik Abd Ghafar Hamzahn, CEO of Zico Evolve Capital, adding "We are

excited to work closely with the team to help unlock greater access to capital, global branding opportunities and a long-term roadmap for international expansion.”

### **Positioning for Global Scale and Long-Term Impact**

The proposed NASDAQ listing represents a strategic leap toward Nuren’s vision of becoming a globally recognised leader in the digital women’s ecosystem.

By entering the world’s most dynamic capital market, Nuren gains access to deeper institutional capital, stronger liquidity, and the valuation potential typically reserved for high-growth, purpose-driven companies.

The proposed NASDAQ listing amplifies the Company’s global visibility, strengthens brand trust, and Nurens for meaningful engagement with international investors, analysts, and partners.

It also paves the way for USD-denominated fundraising and cross-border acquisitions, accelerating the Company’s ability to scale impact and innovation across new markets.

Further announcements will be made as progress continues, which may include and is not limited to updates on due diligence, regulatory processes and capital market activities.

**-END-**

This announcement has been approved for release by the Board of Nuren.

For further information, please visit our website at [www.nurengroup.com](http://www.nurengroup.com) or contact us at [admin@nurengroup.com.my](mailto:admin@nurengroup.com.my).

## About NRN

*Established in 2013 by entrepreneur Petrina Goh, Nuren Group stands as Malaysia's premier parenting platform, dedicated to empowering women in the realms of parenting, education, and maternity wellness. Our distinguished portfolio encompasses leading platforms such as Motherhood.com.my, Motherhood Parenting SuperApp, Kelabmama.com, Ibuencer.com, and Wedding.com.my. These platforms deliver cutting-edge solutions and services across media, e-commerce, parenting, and maternity sectors, serving a broad spectrum of clients and partners with unparalleled excellence.*

## About Zico Evolve

ZICO Evolve Capital Sdn. Bhd. is a specialized, independent corporate finance and capital markets advisory firm serving private and public-listed companies across Malaysia and Southeast Asia. Established as a strategic partnership between ZICO Holdings Inc. and Evolve Capital Advisory, the firm leverages extensive regional expertise to offer a comprehensive suite of services, including managing equity fund-raising activities such as initial public offerings (IPOs) and secondary fund raisings, advising on mergers and acquisitions, general takeovers, reverse takeovers, privatizations, delisting, and other corporate exercises.

With a team of highly experienced professionals, ZICO Evolve is committed to delivering tailored financial advisory and management solutions, ensuring clients receive strategic guidance and execution support to achieve their corporate objectives. The firm's deep understanding of ASEAN market dynamics uniquely positions it to navigate complex financial landscapes, fostering growth and success for its clients.