## Theme of the Year

## Sharper. Leaner. Ready for growth.

Cenomi Retail has now entered a new era of ambition and clarity. The Company has reimagined how it operates, where it wants to grow and what it stands for. 2024 was a year shaped by conviction - a readiness to act decisively and reshape the business for long-term advantages. Every decision was anchored in purpose and every change brought Cenomi Retail closer to being the company it aspires to be.

This transformation wasn't incremental. It was foundational. Cenomi Retail recalibrated not only what it does, but how it does it - from the ground up. With sharper priorities and a simplified structure, the Company focused its efforts on initiatives that will drive a lasting impact. The result is a more agile business with the confidence and capability to lead, adapt and thrive in a fast-moving landscape.

As the Company moves into 2025, it is investing with intention, expanding with discipline and moving faster in the markets that matter. The foundation is set. The strategy is clear. Cenomi Retail is now - undeniably sharper, leaner and ready for growth.

