

# E-commerce

## Redefining Digital Retail for a New Generation

Cenomi Retail's E-commerce division is redefining digital retail with a leaner brand portfolio, sharper execution and a renewed focus on strategic growth. Through platform diversification, operational enhancements and customer-centric innovation, the business is building a scalable digital engine ready to meet the evolving demands of a new generation of shoppers.

### Sharper Strategy. Broader Footprint. Strong Results.

Cenomi Retail's E-commerce division sharpened its strategic focus during the year, shifting toward marketplace integration for key brands while strengthening operational efficiency across the digital value chain.

The division's primary focus was on its conversion strategy, which was built on minimizing delivery time by decreasing the time of middle-mile and last-mile, resulting in quicker delivery for the online orders, and through expanding to third-party online marketplaces.

A major milestone was the launch of several Inditex brands - Stradivarius, Oysho, Bershka and Pull & Bear - on Trendyol, one of the region's fastest-growing e-commerce platforms. This marked a pivotal step in reaching broader audiences through high-traffic third-party channels.

The year also saw operational advancements, including the buildout of a dedicated local digital warehouse for Inditex, ensuring optimized fulfillment and improved time-to-customer, and faster services for all digital selling channels. In parallel, the Company continued to streamline logistics by enhancing middle-mile and last-mile operations to support faster, more reliable fulfillment.

As part of a broader organizational restructuring, Cenomi Retail exited online marketplaces tied to divested brands, consolidating its digital presence around its highest-performing assets. At the same time, it expanded its international footprint with the launch of Zara and Massimo Dutti online in Uzbekistan, extending access to key growth markets.

### About Cenomi Retail E-commerce

Cenomi Retail's E-commerce division is at the forefront of the Kingdom of Saudi Arabia's digital retail evolution, seamlessly connecting consumers with their favorite brands through their preferred online channels. From mono brand websites to leading third-party marketplaces, Cenomi Retail ensures every customer journey is intuitive, engaging and accessible.



20 monobrand websites



4 online Trendyol stores

With end-to-end capabilities across the full e-commerce value chain - spanning front-end interfaces, logistics, technology infrastructure and customer support - Cenomi Retail has built a scalable and resilient digital platform. Today, the Company operates online stores across its markets, driving reach, relevance and results in a fast-changing retail landscape.

These initiatives supported an increase of 4.5% in Q4 YoY in E-commerce sales, reflecting strong performance across both owned and partner channels and positioning the division for continued growth in 2025.

The year also saw **operational advancements**, including the buildout of a dedicated local digital warehouse for Inditex.

### Alignment with Vision 2030

Aligned with Saudi Vision 2030, Cenomi Retail's E-commerce division is advancing financial inclusion by expanding payment options and enhancing accessibility across platforms.

Sustainability is embedded into operations through eco-friendly packaging initiatives and waste reduction systems designed to lower environmental impact. The division also supports national goals on diversity and empowerment by creating career opportunities for women and investing in leadership development programs.

Sustainability is embedded into operations through **eco-friendly packaging initiatives** and **waste reduction systems** designed to lower environmental impact.

### Financial Performance

E-commerce generated 363 million in revenue in 2024, reflecting a 2.9% YoY decline due to the impact of the brand optimization program. However, Inditex online sales grew 6.6% YoY, underscoring the strong demand for Tier 1 Champion Brands and pointing to future digital growth potential.

### Expanding Reach. Elevating Performance.

Cenomi Retail's E-commerce strengthened its brand portfolio in 2024 with the launch of Fnac's online store, built on Shopify Plus through a global partner model. The new platform broadened access to Fnac's electronics and multimedia offering in the Kingdom

### Cenomi Retail's E-commerce Brands: 20 monobrand websites



aleph

ZARA

fnac

of Saudi Arabia. Additionally, the Company extended its international presence by launching dedicated online stores for Zara and Massimo Dutti in Uzbekistan, reinforcing its position in strategic growth markets.

The Inditex portfolio performed particularly well, supported by the strategic rollout of multiple brands on Trendyol. These launches enabled access to new customer segments, while expanded assortments and localized inventory improved delivery times and customer satisfaction. Digital and outdoor campaigns, combined with a sharpened communication strategy, drove visibility and engagement across the portfolio.

### Smarter Logistics. Seamless Experience.

In 2024, Cenomi Retail's E-commerce made significant strides in optimizing logistics and enhancing customer experience. A key focus was improving lead times for customers in the Kingdom of Saudi Arabia, achieved by strengthening click-and-collect operations and refining last-mile delivery. These improvements streamlined in-store fulfillment processes and provided a more integrated omnichannel journey across physical and digital touchpoints.

To further support performance across digital selling channels, the Company launched a dedicated Inditex digital warehouse locally. This investment enabled faster order processing, more accurate inventory management and improved time-to-customer across the Inditex portfolio. These initiatives reflect Cenomi Retail's ongoing commitment to building a more agile, responsive e-commerce platform that prioritizes customer satisfaction while reinforcing its leadership in digital retail.

### FNAC: Blending innovation, culture and lifestyle under one roof

FNAC has established itself as a premium multimedia and lifestyle destination in the Kingdom of Saudi Arabia, seamlessly blending global retail excellence with local cultural relevance. Known for its rich heritage and innovative store experience, FNAC goes far beyond traditional retail. It offers a dynamic space where customers explore a curated mix of electronics, books, toys, musical instruments and emerging lifestyle brands, all in an environment designed for discovery, community and cultural exchange.

By aligning its offerings with the Kingdom of Saudi Arabia's fast-evolving entertainment and lifestyle landscape, FNAC taps into the country's growing demand for trend-forward products and immersive retail experiences. Its unique value proposition lies in offering both international exclusives and locally-made Saudi lifestyle brands, creating a product mix that appeals to diverse segments, from gamers and tech enthusiasts to young families and cultural creatives.

With a strong omnichannel strategy and a focus on innovation, FNAC is actively shaping the way Saudis shop, learn and connect. Through a combination of cutting-edge retail, expert service and community engagement, FNAC is proving that a store can be more than a place to shop - it can be a destination.

### Looking Forward

Building on the success achieved in 2024, Cenomi Retail's E-commerce will maintain strong momentum in 2025 by expanding its digital footprint and enhancing operational efficiency. Strategic initiatives will focus on improving customer experience and driving revenue growth across new markets and channels, with targeted investments in platform capabilities and fulfillment operations.

The Company will introduce additional payment and affordability options, broaden delivery choices and streamline click-and-collect services to deliver greater convenience. E-commerce cost management will remain a top priority, with efforts to optimize middle-mile, last-mile and reverse logistics operations. This includes exploring the establishment of a dedicated Zara Home distribution center, enabling a wider product assortment, faster lead times and more cost-effective fulfillment for online orders.

## trendyol

### Trendyol Partnership: Expanding Reach, Elevating Digital Retail

Cenomi Retail's collaboration with Trendyol marks a significant milestone in its e-commerce strategy, expanding digital reach and deepening consumer engagement across the Kingdom of Saudi Arabia. By partnering with one of the world's leading multi-category e-commerce platforms, Cenomi Retail has tapped into Trendyol's vast user base and traffic to drive growth and enhance brand visibility.

### Driving Awareness through Targeted Campaigns

The launch was supported by a 360-degree marketing approach including outdoor campaigns along Riyadh's King Fahd Road, in-app push notifications, branded newsletters, high-visibility homepage banners, brand days and optimized placements across search and brand grids. These initiatives elevated traffic, brand recall and purchase intent - firmly positioning Cenomi Retail's brands within Trendyol's highly competitive fashion ecosystem.

### Launching Global Brands to a New Audience

Four Inditex brands - Stradivarius, Oysho, Bershka and Pull & Bear - successfully launched on Trendyol in December 2024, offering trend-driven collections that resonate with fashion-conscious consumers. The curated assortment combines high-demand, best-selling products from both online and offline channels, tailored to meet current fashion preferences with speed and relevance.

### Building a Scalable, Digital-First Retail Future

This partnership reinforces Cenomi Retail's commitment to digital innovation and scalable expansion. With Trendyol's established presence across the GCC and Europe, the collaboration unlocks long-term e-commerce potential while keeping the business responsive to evolving customer behaviors and platform-native shopping trends.

Partnering with Trendyol accelerates our digital retail ambitions by combining global brands with a platform built for scale, speed and deeper customer connection.

<sup>i</sup>Middle-mile moves large shipments between hubs, while last-mile delivers individual packages to final destinations.

