

Stakeholder Engagement

Cenomi Retail is deeply committed to building trust, alignment and long-term value with all its stakeholders. As the Company sharpens its focus and operates with greater efficiency, it also

continues to listen, engage and act – ensuring its partnerships, communities, employees, investors and customers remain central to everything it does as it prepares for the next phase of its growth.

	 Our Employees	 Our Suppliers/Partners	 Our Community	 Our Shareholders	 Our Customers
How we engage	<ul style="list-style-type: none">• Structural and organizational transformation• Attracting and rewarding top talent• Local and national events for 6,500+ employees in Saudi Arabia and internationally	<ul style="list-style-type: none">• Negotiations to secure the best prices, payment terms and cost reductions• Strategic partnerships to ensure cost stability and minimize supply chain risks• Digital procurement optimization to analyze and allocate operational costs efficiently• Regular financial due diligence to assess supplier stability and compliance• Supplier diversification strategy to mitigate risks• Regular meetings to align on marketing strategies• Joint promotional campaigns• Sharing performance data for mutual growth	<ul style="list-style-type: none">• CSR campaigns (e.g., FTC campaign during Ramadan with Sanad)• Partnerships with local charities. (e.g., Aleph with Zahra for Breast Cancer awareness)• Sponsorship of local events (e.g., Decathlon for sports)	<ul style="list-style-type: none">• Various channels, such as the AGM and OGM's• Quarterly earnings release calls, and inviting institutional investors and the Company's sell side analysts to the discussions about the financial results• Attend investor conferences (e.g., Capital Market Forum, HSBC, EFG and MEIRA)• Emails, online meetings and phone calls	<ul style="list-style-type: none">• Tactical promotions in-store and online (all brands)• Social media campaigns• Customer satisfaction surveys and feedback
How often we engage	<ul style="list-style-type: none">• Ongoing• Annual events (e.g., Ramadan preparations)• As-needed (e.g., structural changes)• Monthly email newsletters• Social media interactions• Seasonal or event-driven engagements	<ul style="list-style-type: none">• Ongoing negotiations throughout the year• Long-term strategic agreements renewed periodically• Regular supplier evaluation and compliance checks	<ul style="list-style-type: none">• Regularly• Annual targets for community initiatives• Ongoing recruitment efforts	<ul style="list-style-type: none">• Ongoing throughout the year• Focused engagement around financial results announcements	<ul style="list-style-type: none">• Monthly email newsletters• Regular social media interactions• Seasonal or event-driven engagements
Key issues discussed	<ul style="list-style-type: none">• Employee well-being• Business continuity during peak seasons (e.g., Ramadan)• Feedback on organizational changes	<ul style="list-style-type: none">• Price negotiations to optimize costs• Supplier payment terms and structured settlements• Risk management, including supplier diversification and compliance verification• Implementation of digital procurement tools to improve efficiency• Financial health and long-term viability of suppliers• Product launches or promotional cycles• Joint promotions• Product availability updates• Launch plans• Supply pricing• Supply timelines• Production models• Sampling	<ul style="list-style-type: none">• Career pathways for the youth• Support for national employment goals• Local social impact initiatives• Sponsorship opportunities	<ul style="list-style-type: none">• Investors' concerns and inquiries• The Company's strategy and strategic progress• Key challenges and management's strategy to solve these challenges	<ul style="list-style-type: none">• Promotions and offers• Services• New store openings• Joint promotions with partners• Launch plans



Our Employees



Our Suppliers/Partners



Our Community



Our Shareholders



Our Customers

Key actions taken	<ul style="list-style-type: none">Improved work schedules during RamadanStreamlined communication during structural changesIncreased employee engagement initiatives	<ul style="list-style-type: none">Consolidated purchasing volumes and leveraged market tenders to secure cost reductionsEstablished long-term supplier agreements for better cost controlImplemented digital tools for procurement cost analysis and strategic decision-makingNegotiated supplier debt settlements, securing waivers on outstanding paymentsAllocated 80% of procurement needs to primary suppliers and 20% to secondary suppliers to minimize risksStrengthened collaborations with suppliers for joint marketing campaignsAligned promotional calendars with suppliers for maximum impactOptimized product availability based on demand insights	<ul style="list-style-type: none">Aligned initiatives with national employment policiesIncreased local event sponsorshipsLaunched new community-focused programs	<ul style="list-style-type: none">Proactive investor engagementContinued to enhance disclosure and ensured that the investor community kept fully updated and informed	<ul style="list-style-type: none">Strengthened collaborations with partners for joint marketing campaignsAligned promotional calendars with partners for maximum impactOptimized product availability based on demand insights
Value created	<ul style="list-style-type: none">Fostering a collaborative and supportive environmentAddressing employee needs during critical periodsImproving workplace satisfaction and loyalty	<ul style="list-style-type: none">Achieved operational cost savingsReduced operational costs, contributing to ₺ 31 million in savings and improving profit marginsNegotiated supplier settlements, saving ₺ 19 million and improving cash flowSupported expansion projects, including new Zara stores in Saudi Arabia and UzbekistanEnhanced market competitiveness through supplier-supported promotional campaigns and incentive alignmentEncouraging stronger supplier relationships and growing business through co-marketingEnsuring product availability and strategic alignment for joint promotionsReduced project lead timesReduced project costs	<ul style="list-style-type: none">Contributing to community development and national goalsSupporting local charities and eventsEncouraging a stronger connection with the community	<ul style="list-style-type: none">Improving disclosure and implementing proactive engagement with retail and institutional investorsInvestors provided with a true picture of the Company's current status and initiatives towards further growth in 2025	<ul style="list-style-type: none">Providing exclusive offers and personalized promotions that increase customer engagementEnhancing the shopping experience with customer feedbackEncouraging stronger partner relationships with strategic partners and growing the business through co-marketingEnsuring product availability and strategic alignment for joint promotions

