

About Cenomi Retail

Cenomi Retail is the largest and foremost franchise retailer in Saudi Arabia and the only listed business of its kind in the Middle East. Founded in 1991 by Fawaz Bin Abdulaziz Alhokair, alongside his brothers Salman and Abdulmajid, Cenomi Retail has gone from strength to strength to rapidly grow from a handful of stores into a powerhouse of regional retail.

Today, Cenomi Retail operates more than 850 stores across 159 shopping malls in nine countries, anchored by a retail platform spanning over 360,000 square meters. The Company's portfolio includes 51 leading brands across differing price points, from luxury to value in womenswear, menswear, children's and baby products, shoes, accessories, cosmetics, department stores and an award-winning food and beverage (F&B) portfolio of 271 restaurants and coffee shops.

Cenomi Retail stands as Saudi Arabia's pioneering brand partner, bringing premium international names to one of the world's fastest-evolving consumer markets. Its reach extends across the MENA and CIS regions, with a diversified footprint in fashion, beauty, F&B, sports and entertainment. Driving Cenomi Retail's operations is a diverse and talented workforce of more than 6,500 employees, delivering exceptional retail experiences across every market it serves.

With a sharper focus, a leaner model, demonstrable financial improvement and a clear path ahead, Cenomi Retail is poised for the next phase of sustainable growth, ready to capture the opportunities of an accelerating regional retail landscape.

Our Vision

To become the largest and most admired integrated omnichannel lifestyle retailer in MENA, and partner of choice for local and international brands.

Strategic Focus

Cenomi Retail is focused on delivering exceptional value to its customers, partners and shareholders. By offering a wide selection of quality products, delivering superior service and forging long-term partnerships, the Company is building a stronger, more resilient business. Cenomi Retail's strategic priorities are clear and focused:

- Continuing to develop international presence and positioning the Company's Tier 1 Champion Brands in high-potential markets.
- Seamlessly blending physical and digital retail to create an unparalleled innovative shopping experience for its customers.
- Establishing Cenomi Retail as a pioneer in delivering innovative retail concepts , while reinforcing its position of market dominance across key geographies.

Our Values

1 Delight customers: We always focus on our customers' needs and wants

2 Commit to deliver: Show personal commitment to delivering results

3 Execute with excellence: How we work is as important as what we deliver

4 Win together: We work together for speed and execute for success

5 Embrace change: Have courage to think about and shape a better future delivering results

