

01

Overview

Cenomi Retail remains committed to delivering sustainable value through a balanced multi-format, multi-market strategy

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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

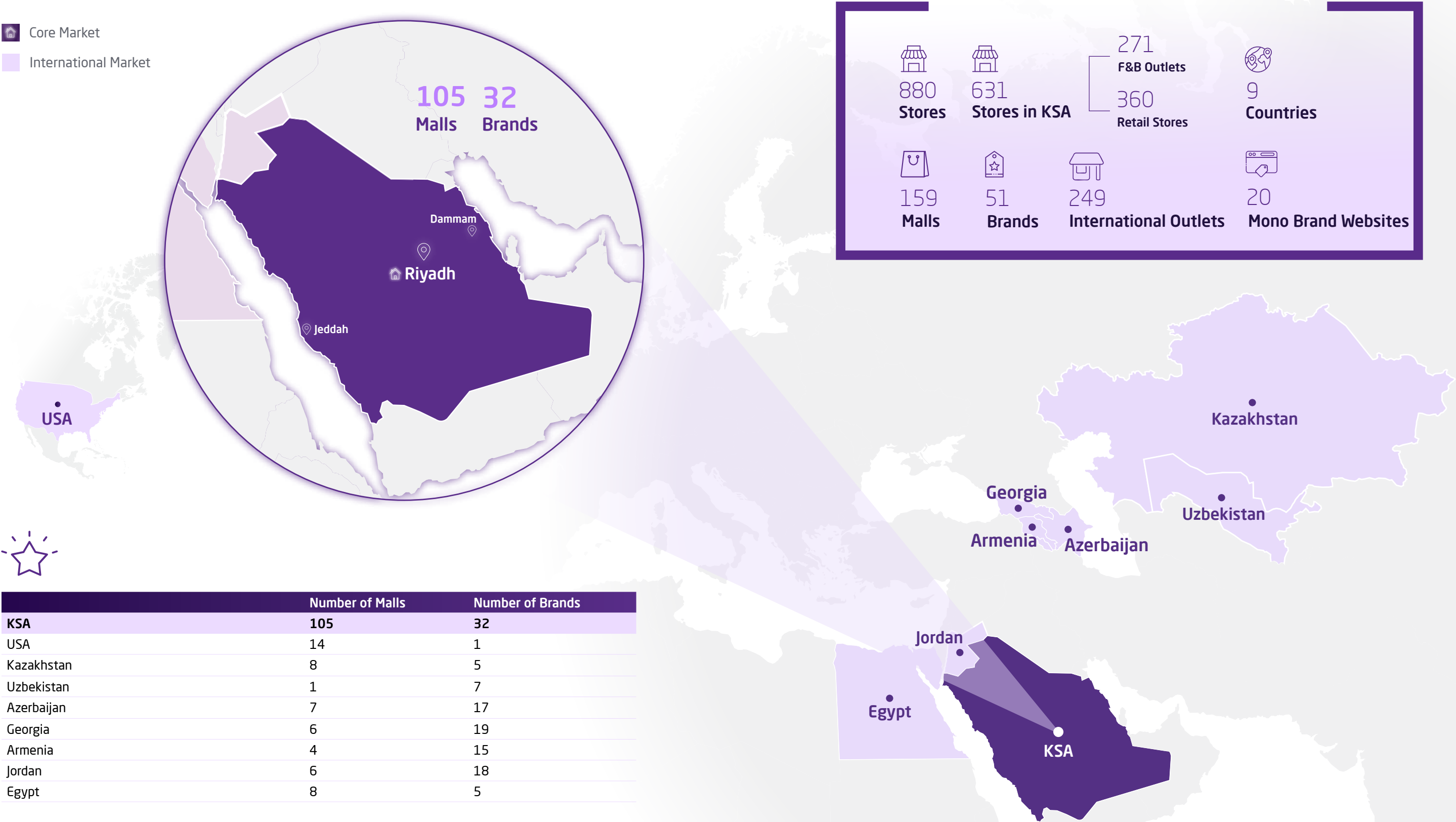
4 Win together: We work together for speed and execute for success

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



Geographical Footprint*

Core Market
International Market



	Number of Malls	Number of Brands
KSA	105	32
USA	14	1
Kazakhstan	8	5
Uzbekistan	1	7
Azerbaijan	7	17
Georgia	6	19
Armenia	4	15
Jordan	6	18
Egypt	8	5

*AS OF 31 DECEMBER 2024

Our Brand Portfolio

Brands delivered, as of 2024, by **CENOMI**

 Tier 1 Champion Brands

ZARA

ZARA HOME

OYSHO

lefties

PULL&BEAR

Bershka

MANGO

 Stradivarius

Massimo Dutti

 CINNABON

 SUBWAY

Inditex

ZARA

ZARA HOME

OYSHO

lefties

PULL&BEAR


Bershka

 Stradivarius

Massimo Dutti

Fashion

MANGO

 MACHKA

LC WAIKIKI

NEW YORKER

IPEKYOL

adL

M&S
EST. 1984

okaïdi
OBAÏBI

TWIST


U.S. POLO ASSN.
SINCE 1890

FANÇO

MONSOON

ACCESSORIZE
LONDON

CHARLES & KEITH

 CALL IT SPRING

O X X O

Marie
FRANCE

LIPSY
LONDON

Clarks

la Vie en Rose


flormar

La Senza


QUIZ

ALDO

ALDO
Accessories

 ZIDDY

PARFOIS

 sunglass hut

F&B

 CINNABON

 SUBWAY

crepeaffaire

jamba

 KARAMEL DUNYA

 CABANA


 Molten



CAFFE
BY CLASSE



Multimedia

 aleph


fnac

Lifestyle

flying tiger
copenhagen



Sports

 DECATHLON

Beauty

KIKO
MILANO

Brands divested in the Kingdom of Saudi Arabia as of 2024

Cenomi Retail’s strategic decision to sharpen its portfolio and concentrate on high-impact, high-potential assets resulted in the deliberate divestment of selected brands in 2024. By exiting non-core brands, the Company reinvested in priority brands and key markets. This realignment supports Cenomi Retail’s long-term vision of building a more agile, brand-focused organization, capable of scaling the strongest names across high-growth geographies while improving profitability and operational efficiency.

adL

bizou

flormar

La Senza

LIPSY

LONDON

QUIZ

ESTÉE LAUDER

OXOXO

undiz

MONSOON

CHARLES & KEITH

NINE WEST

CALL IT SPRING

ZIDDY

women'ssecret

Marie

France

ALDO

ALDO

Accessories

GERRY WEBER

BIJOU

BRIGITTE

SPRINGFIELD

Man & Woman

IKKS

ACCESSORIZE

LONDON

P e d r o

laVie en Rose



Year in Review

2024 was a year of decisive transformation. The Company sharpened its focus, streamlined its portfolio and expanded strategically across high-potential markets - emerging leaner, stronger and primed to accelerate growth in 2025 and beyond.

During 2024, Cenomi Retail focused sharply on three important pillars:
Strengthening its operational efficiency, executing the brand optimization program and implementing its cost reduction program

Q1

- Finalized the sale of the franchise rights of 16 brands to Al-Othaim Fashion Company (capital gain of ₪ 35 million)
- Expanded in Uzbekistan with eight additional brands

Q2

- Received the sales proceeds from the franchise rights sold to Al-Othaim of an additional three brands: Aldo, Aldo Accessories and La Vie en Rose (capital gain of ₪ 131 million)

Q3

- Continued with the portfolio optimization program in the Kingdom of Saudi Arabia and sold the franchise rights of five brands: Charles & Keith, Pedro, Estee Lauder and Nine West to Apparel Group, and Call it Spring to Al-Othaim Fashion Company (sales proceeds of ₪ 47 million plus inventory)
- Renovated and reopened a flagship Massimo Dutti Store with the latest brand concept in Armenia

Q4

- Set a new Subway world record by opening 12 new Subway branches on the same day in October and raised the bar in December by opening 14 new Subway branches simultaneously on one day
- Opened a new Zara store in Azerbaijan, following the opening of six new Inditex stores
- Renovated and reopened the Zara store at Al Nakheel Mall in Riyadh, Saudi Arabia
- Introduced four Inditex brands on Trendyol, the online platform, expanding its reach to a new audience



Investment Case

Cenomi Retail offers a unique investment proposition being the only listed business of its kind in the Middle East and on the Tadawul. It is supported by its market-leading scale, a focused portfolio of Tier 1 Champion Brands and disciplined execution and is underpinned by operating in markets which have underlying fundamental structural drivers. Cenomi Retail remains committed to delivering sustainable value through a balanced multi-format, multi-market strategy.

01

Unmatched Scale in the KSA

Cenomi Retail operates 631 stores across the Kingdom, giving it unparalleled reach and market presence, spanning over different sectors such as retail, F&B and e-commerce.

02

Leading Brands

Cenomi Retail's portfolio includes unparalleled Tier 1 Champion Brands spanning retail, F&B and e-commerce, offering a balanced mix of international names, high-performing local concepts and ranging from luxury to value. These are supported by a diverse portfolio of leading brand quick-service restaurant (QSR) outlets.

03

Diversified Footprint

Cenomi Retail maintains a presence across nine countries with a total of 880 stores globally, with its focus concentrated in high-potential markets such as Azerbaijan, Georgia and Uzbekistan.

04

Digital Powerhouse

Offering its customers the broadest retail experience, Cenomi Retail's robust digital infrastructure continues to drive omnichannel expansion, with online sales contributing a significant 8% to the overall Group revenue. Supported by 20 active monobrand websites, this approach strengthens customer engagement and overall retail growth.

05

Investing Strategically

Focused investment in scaling high-performing brands across existing and new markets is central to Cenomi Retail's strategy to drive profitable growth and unlock long-term value.



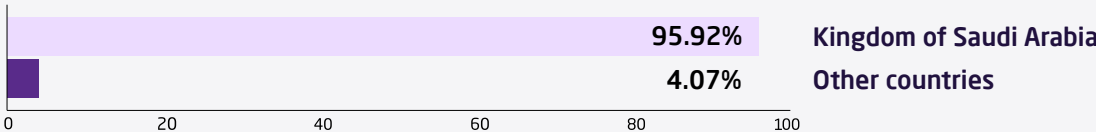
Shareholders' Information

Share Information

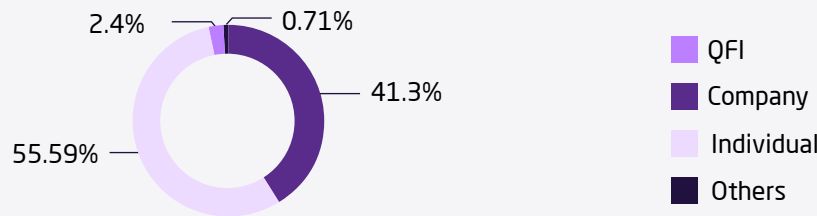
Listing date 23 December 2006	Exchange Tadawul	Symbol 4240	ISIN SA000A0LB2R6
Number of shares issued: 114,766,448	Closing price as of 31 December 2024: ﷲ 13.22		Market cap as of 31 December 2024: ﷲ 1,517,212,442.56
Free float 47.28%	Foreign ownership limit 49%		

Shareholding by Geography

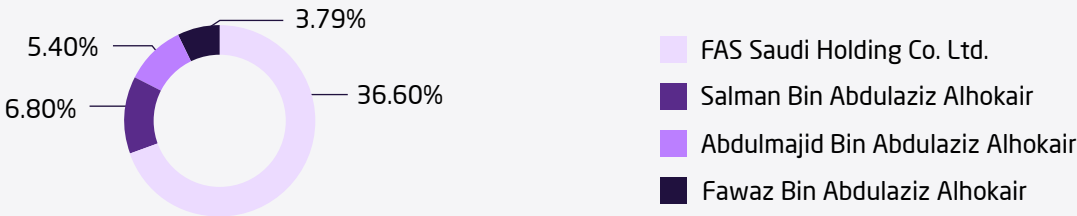
- Kingdom of Saudi Arabia
- Other countries such as Luxembourg, Scotland, United Arab Emirates, Oman, Egypt, United States and Jordan



Shareholding by Type



Major Shareholders



Share Price Performance vs. Benchmark Equity Indices

