

Factsheet

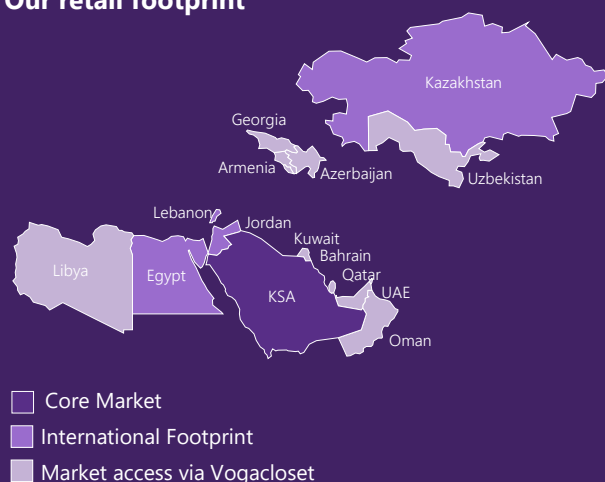
Q1 2024



Company Overview

Founded in 1990 by Fawaz, Salman, and Abdulmajeed Alhokair, Cenomi Retail is the leading franchise retailer in the KSA and the sole listed business of its kind in the Middle East. Cenomi Retail operates nearly 800 outlets in 9 countries, across 326 shopping malls. The company manages a vast retail platform of over 326,000 square meters, supported by a workforce exceeding 7,000. Representing over 55 renowned brands, the company offers a wide range of products, including apparel, department stores, accessories, cosmetics, and operates various restaurants and coffee shops.

Our retail footprint



Cenomi Retail's strategic pillars

Our goal is to become the **largest** and **most admired integrated omnichannel lifestyle retailer** in MENA, and **partner of choice** for local and international brands.

Our vision and growth ambitions are enabled by the following strategic pillars:

- **Geography:** Re-affirm KSA leadership and win in MENA
- **Brands:** Lead with winning brands
- **Category:** Evolve from apparel champion to multi category lifestyle
- **Channel:** Rise to meet the online opportunity

Share information

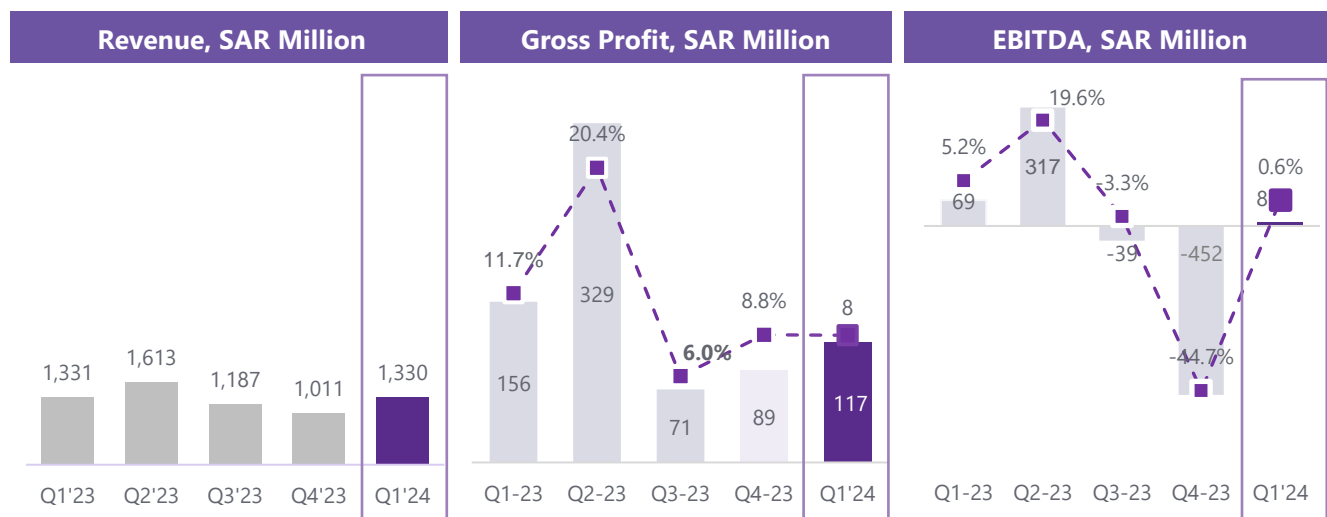
Market: Tadawul

Symbol: 4240

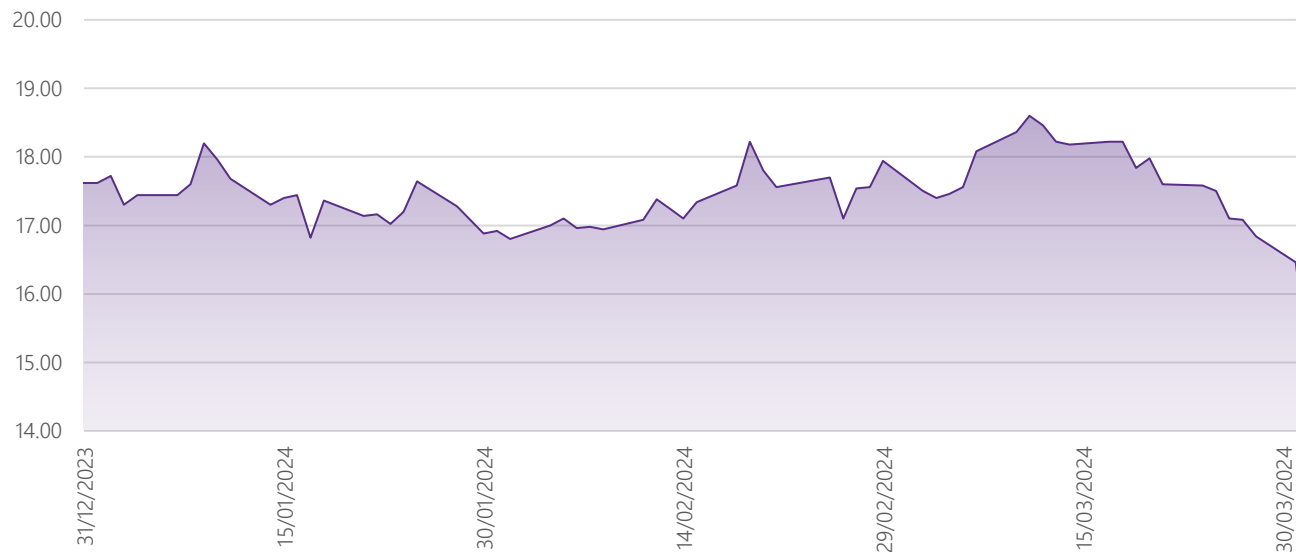
Bloomberg: CENOMI:AB

Industry: Retail

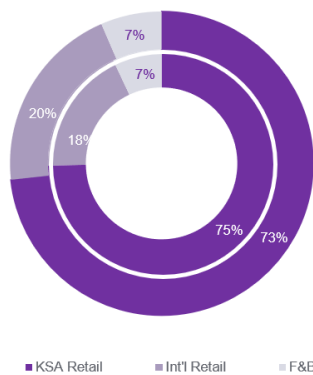
Key figures



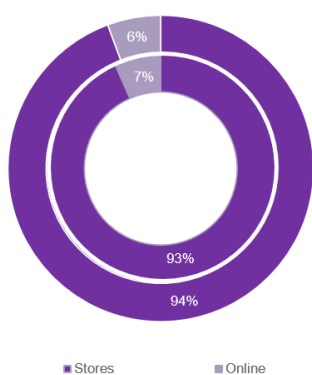
Share information



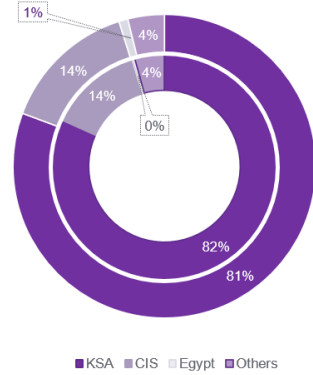
Revenue by Division



Revenue by Channel

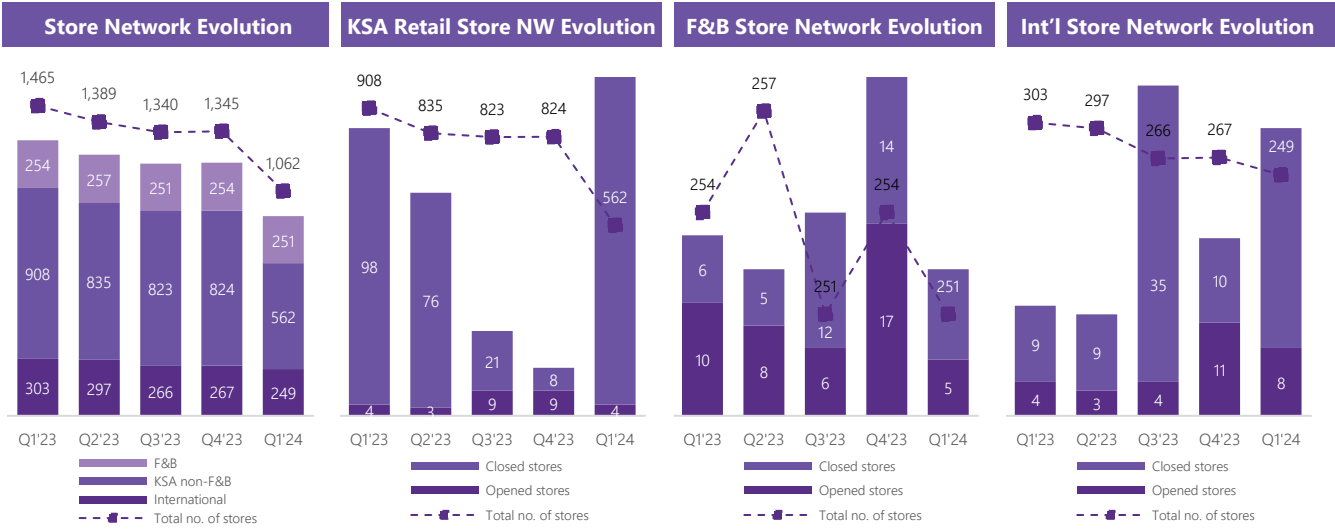


Revenue by Geography



Q1-24 - Outer circle

Q1-23 - Inner circle



Key announcements

On March 04, 2024	Cenomi Retail announced its entry into Uzbekistan which represents the eleventh international market for Cenomi Retail a promising market with potential growth bringing the integration of fashion innovation and fashion forward collection to satisfy increasing consumer demand in Uzbekistan.
On March 24, 2024	<p>Cenomi Retail invited its shareholders to an Extraordinary General Meeting scheduled for April 17, 2024. The agenda includes voting on two matters:</p> <ul style="list-style-type: none">• The amendment of the company's bylaw to comply with the new companies' law, rearranging the bylaw and numbering them to comply with the proposed amendments and• The amendment of article (3) of the company's Bylaws, relating to the company's Purposes.
On March 31, 2024	Cenomi Retail signed an agreement with Abdullah Al-Othaim Fashion Company to sell franchise rights for five brands, including Aldo and Charles & Keith, as part of its strategy to focus on Champion Brands. Al Othaim will acquire these rights, along with associated assets, for SAR 219 million pending regulatory approval.
On March 31, 2024	Cenomi Retail announced plans to decrease its capital and initiate the sale of 24 non-essential brands, including Aleph and certain food group brands. This strategic move, aimed at prioritizing essential brands, is anticipated to generate approximately SAR 650 million in proceeds, considering the net assets valued at SAR 215 million. In addition to recommending the reduction of the nominal share value, the board has instructed executive management to thoroughly evaluate the company's capital structure post-sale to determine any necessary adjustments.

Disclaimer

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "anticipates", "assumes", "believes", "could", "estimates", "expects", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would" or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding our business and management, our future growth or profitability and general economic and regulatory conditions and other matters affecting us.

Forward-looking statements reflect our management's ("Management") current views of future events, are based on Management's assumptions and involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause our actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements. Our business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to become inaccurate. These risks include fluctuations prices, costs, ability to retain the services of certain key employees, ability to compete successfully, changes in political, social, legal or economic conditions in Saudi Arabia, worldwide economic trends, the impact of war and terrorist activity, inflation, interest rate and exchange rate fluctuations and Management's ability to timely and accurately identify future risks to our business and manage the risks mentioned above.