

### Company Overview

Founded in 1990 by Fawaz, Salman, and Abdulmajeed Alhokair, Cenomi Retail is the leading franchise retailer in the Kingdom of Saudi Arabia and the sole listed business of its kind in the Middle East. Cenomi Retail has grown considerably and now trades in 808 stores across 165 shopping malls in 8 countries, with a retail platform covering a total GLA of about 332 thousand square meters. All of this is managed by a workforce numbering more than 6000. Cenomi Retail currently represents 47 brands and 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

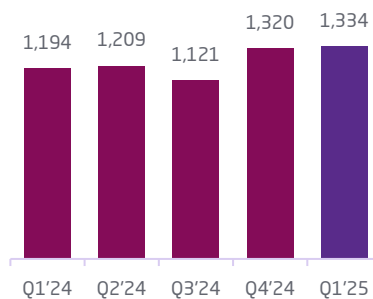
**Symbol:** 4240

**Bloomberg:** CENOMI: AB

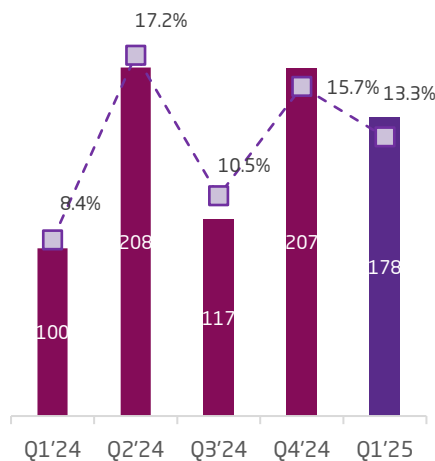
**Industry:** Retail

# Key figures

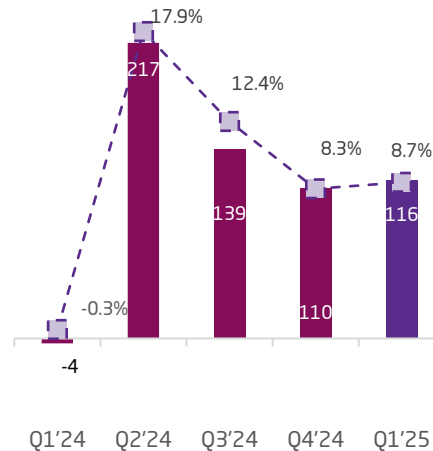
Revenue, SAR Million



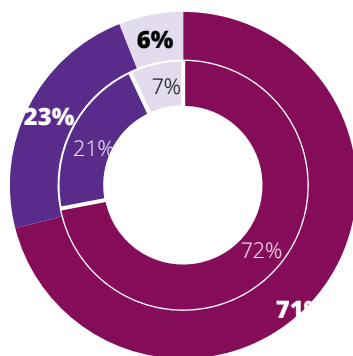
Gross Profit, SAR Million



EBITDA, SAR Million

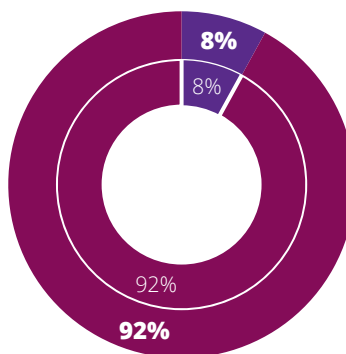


Revenue by Division



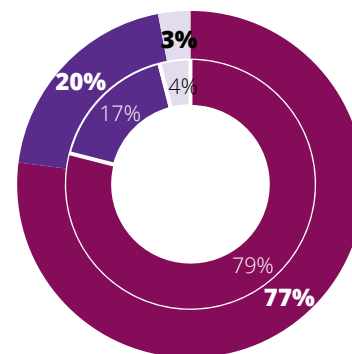
■ KSA Retail ■ Int'l Retail ■ F&B

Revenue by Channel



■ Online ■ Stores

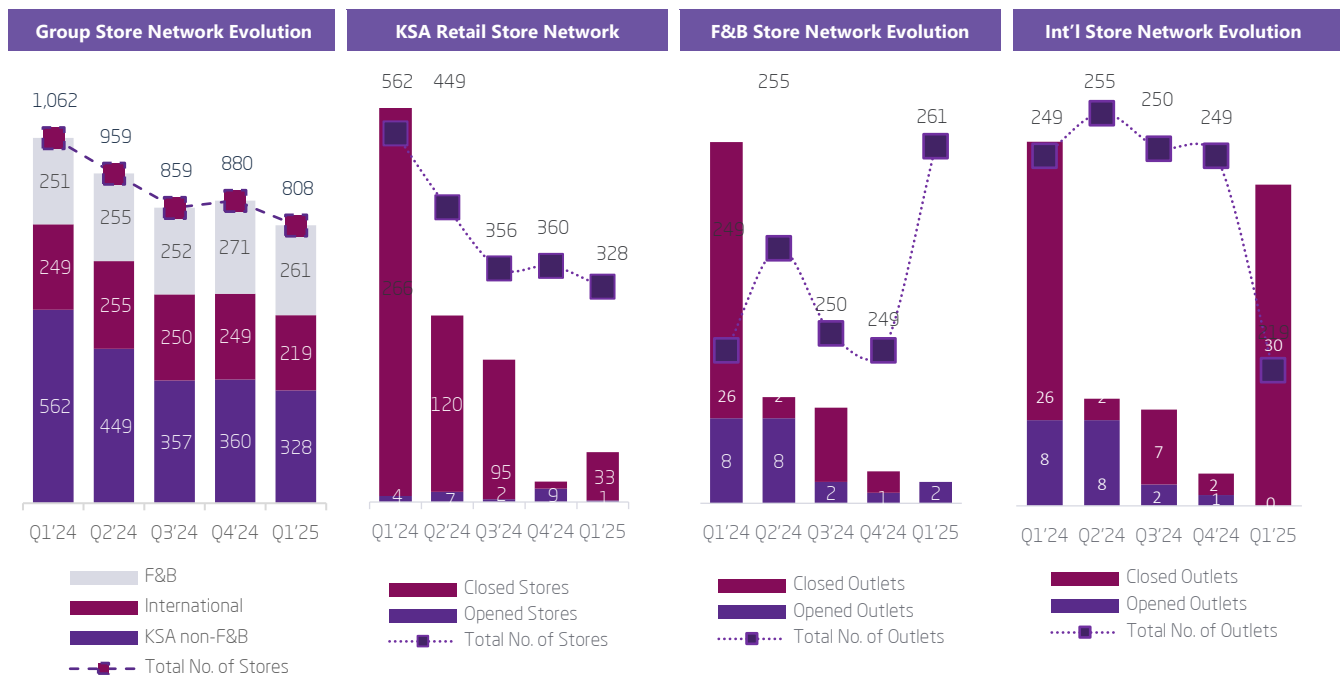
Revenue by Geography



■ KSA ■ CIS ■ Others

Q4'24 Outer Circle

Q4'23 Inner Circle



## Key announcements

On January 12, 2025	Cenomi Retail announces the latest developments to its previous announcement relating to negotiations regarding a potential significant transaction
On March 27, 2025	Cenomi Retail announces its annual financial results for the period Ending on 31 December 2024 (Twelve Months)
On April 20, 2025	Cenomi Retail announces the Appointment of a Board Member to assume the vacancy in its Board
On May 13, 2025	Cenomi Retail announced its Interim Financial Results for the Period Ending on 31 March 2025 (Three Months)

## 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.