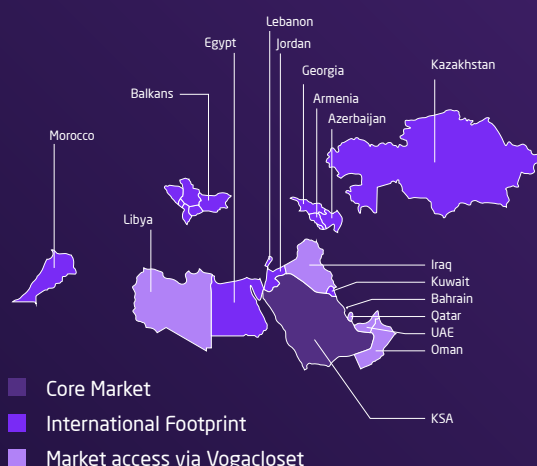


Company Overview

Founded in 1990 by Fawaz, Salman, and Abdulmajeed Alhokair, Cenomi Retail has become the leading franchise retailer in the KSA and the sole listed business of its kind in the Middle East. Operating circa 1,500 stores in 11 countries, spanning 100 shopping malls, Cenomi Retail manages a vast retail platform of more than 464 thousand square meters, supported by a workforce exceeding 10,000. Representing over 67 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 omni-channel 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 CIS
- **Brands:** Lead with winning brands
- **Category:** Evolve from apparel champion to multi category lifestyle
- **Channel:** Rise to meet the online opportunity

Share Information

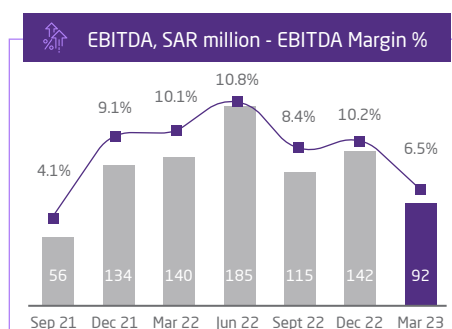
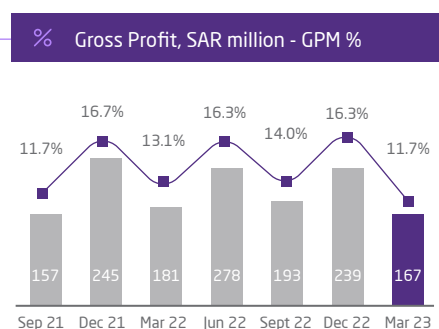
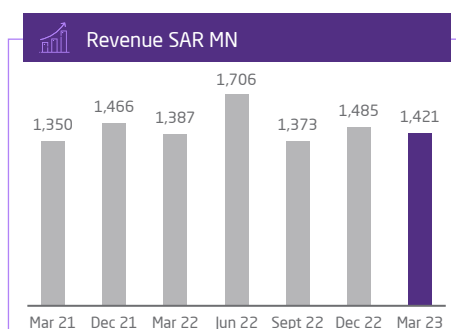
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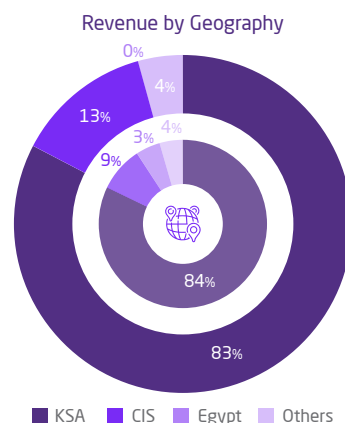
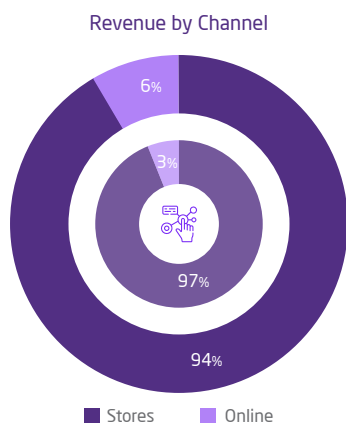
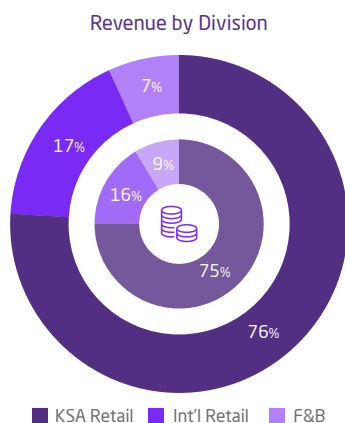
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Bloomberg: CENOMI : AB

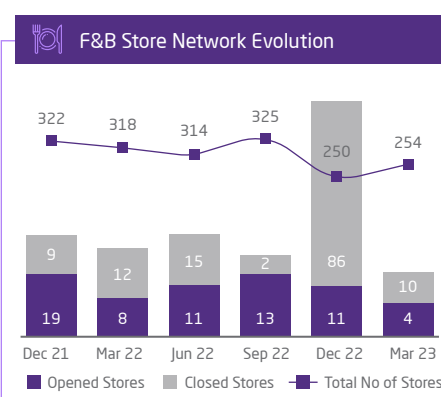
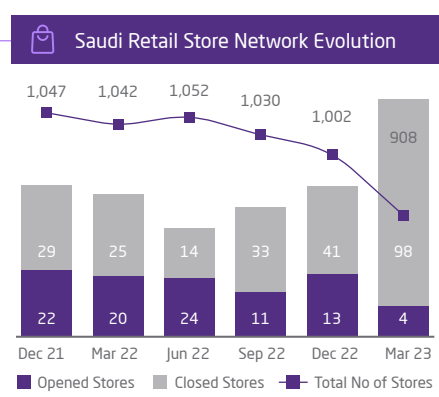
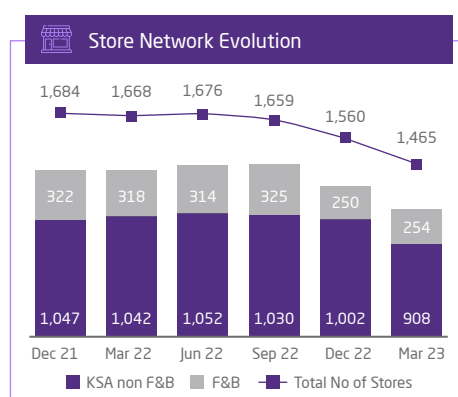
Industry: Retail

Key Figures





Q1-22 - Inner Circle Q1-23 - Outer Circle



Key Announcements

07-May	Cenomi Retail announces discussions for a potential combination with Cenomi Centers
05-March	Cenomi Retail announces appointment of Dr. Günther Helm as the new CEO, leveraging his two-decades of global retail industry experience, including 15 years in c-suite roles, to spearhead the organization's transformation program, drive the new focused strategy, and optimize costs for best-in-class retail operations
29-January	Cenomi Retail announces its transformation program focusing mainly on the divestment of 26 non-strategic brands, strengthening of its Champion Brands, and the rationalization of its brand portfolio.

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.