

# Cenomi Centers Earnings Presentation

For the quarter ended 30 June 2023

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01



# H1 2023 Key Highlights

## Robust Performance in H1 2023



SAR **1,142.0** MN  
Revenues

▲ 5.5% YOY H1 2023  
▲ 0.4% YOY Q2 2023



SAR **902.8** MN  
EBITDA

▲ 19.3% YOY H1 2023  
▼ 7.1% YOY Q2 2023



SAR **725.1** MN  
Net Profit

▲ 103.3% YOY H1  
▲ 2023  
82.3% YOY Q2 2023



**63.1** MN  
Footfall

▲ 33.5% YOY H1 2023



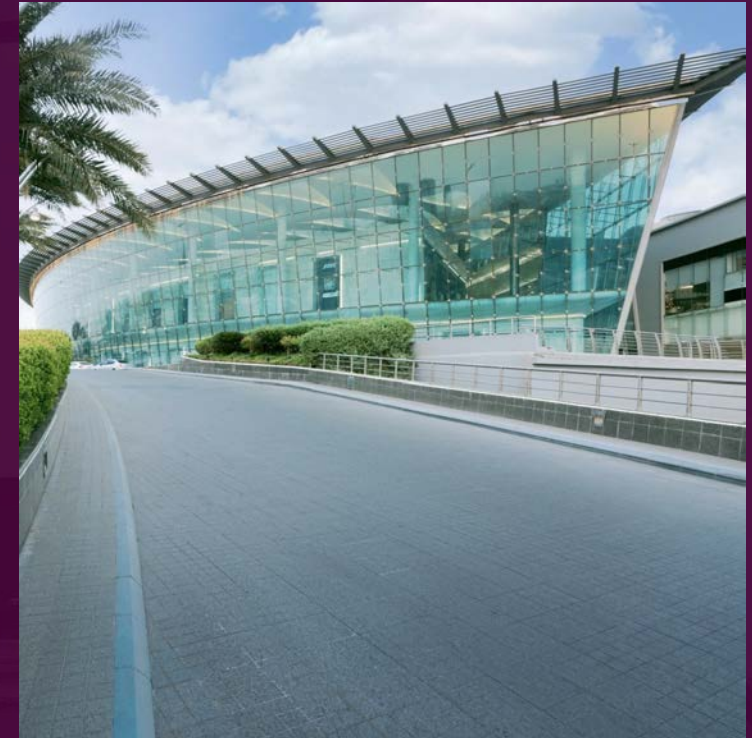
**91.4%**

LFL<sup>1</sup> Occupancy

▼ 1.5% YOY H1 2023



SAR **2** BN  
Non-core Landbank Asset Value  
SAR 875 MN sold and realised as  
of June 2023



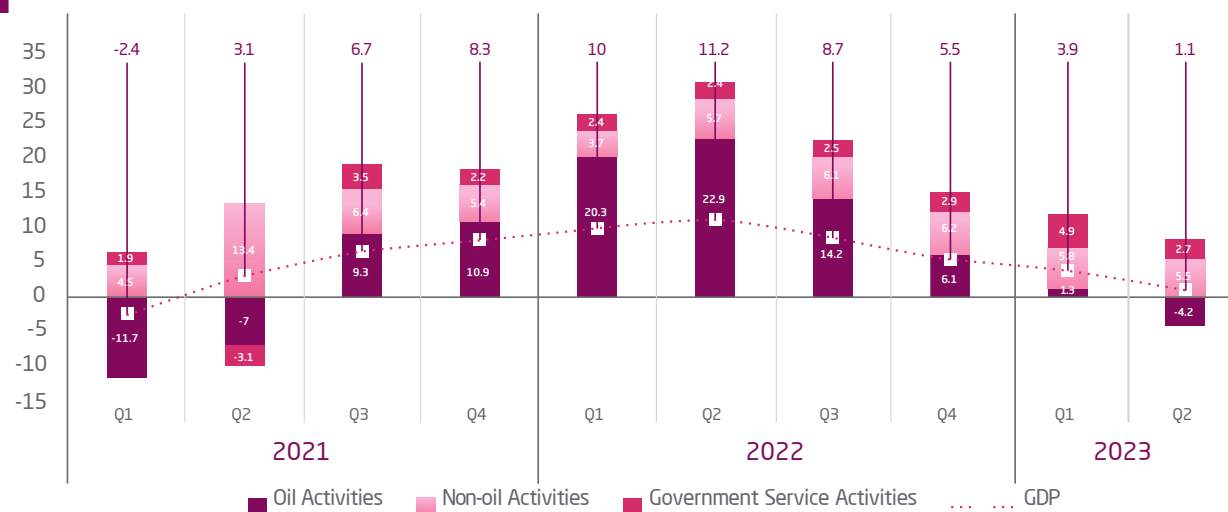
02



# Saudi Arabia Macroeconomic Outlook

## The Saudi Macro Story Remains Intact with Non-Oil Activity Growing by 5.5%

Real GDP Growth Rates (Year-on-Year,%)



- Saudi GDP grew **1.1% in Q2 2023** maintaining **growth** for the **ninth straight quarter**.
- **Oil-related** activity declined by **4.2% y-o-y** in Q2 2023 due to voluntary production cuts.
- **Non-oil** activity grew by **5.5% y-o-y** in Q2 2023.
- Government service activity grew by **2.7% y-o-y** in Q2 2023.



**Fitch and Moody's upgrades** Saudi Arabia's rating to **A+** and **A1** respectively with a **stable and positive outlook** respectively



Population of the Kingdom has reached **32.2 million** from the 2022 census – **42% expats** and **Saudis under 30** accounting for **63% of the population**



Travel spending resulting from **inbound and domestic travelers increased 224.6% y-o-y** amounting to **USD 9.8 billion**

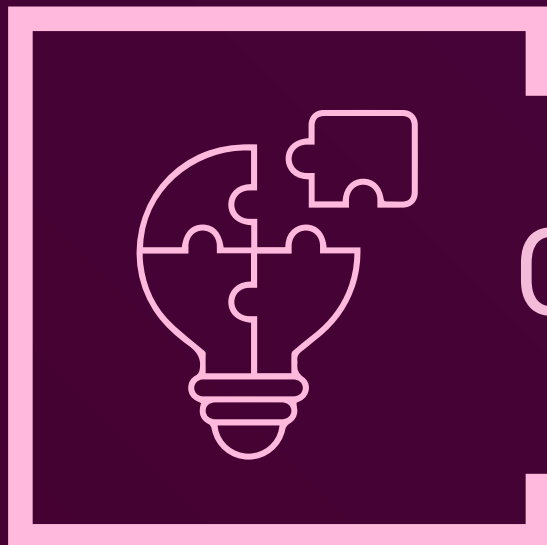


Saudi Arabia **aims to attract 25 million foreign tourists in 2023** and **create 1 million jobs in the tourism sector**



**Consumer Price Index (CPI)** increased **2.8% y-o-y** in May 2023 higher than April 2023 (2.7%) growth. The main driver of the CPI inflation is higher prices in food and beverage by **0.9%** amongst other sectors.

03



# Cenomi Centers Overview

## Cenomi Centers is the Leading Provider of Organized Retail Space in Saudi Arabia



### Unmatched Geographic Scale

Cenomi Centers' portfolio of 21 locations offers more than 1.3 million sqm of prime GLA, covering 10 major cities.



### Pipeline of Innovative Concepts

The Company enjoys a first-mover advantage in introducing innovative center designs and features.



### Track Record of Commitment & Execution

Since 2002, Cenomi Centers has launched an average of 1+ new centers per annum.



### Projected GLA Growth of >50%

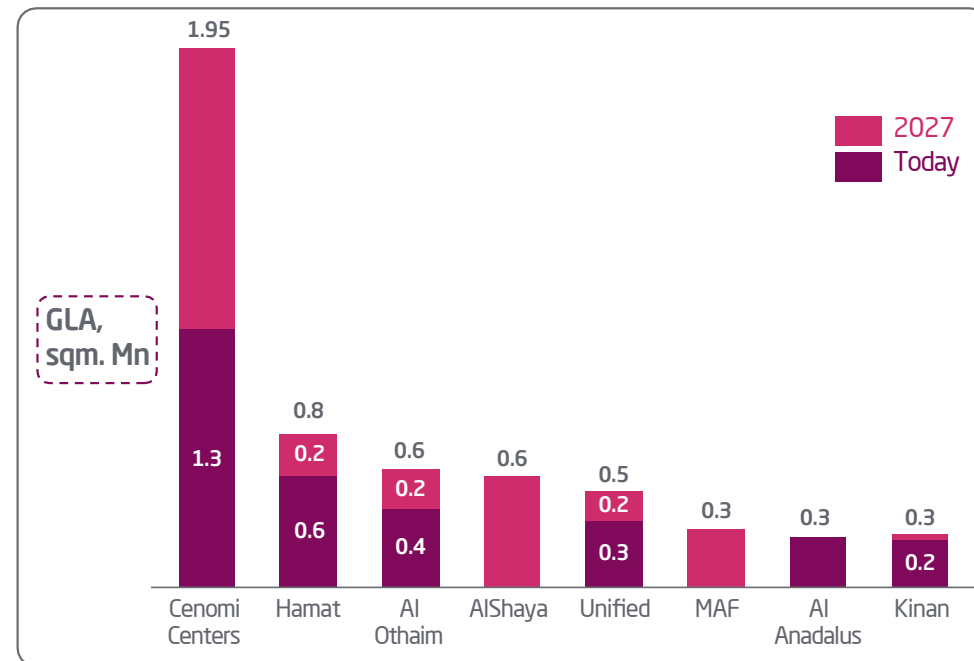
Seven pipeline locations scheduled for launch by 2026 to durably broaden Cenomi Centers' commercial reach.



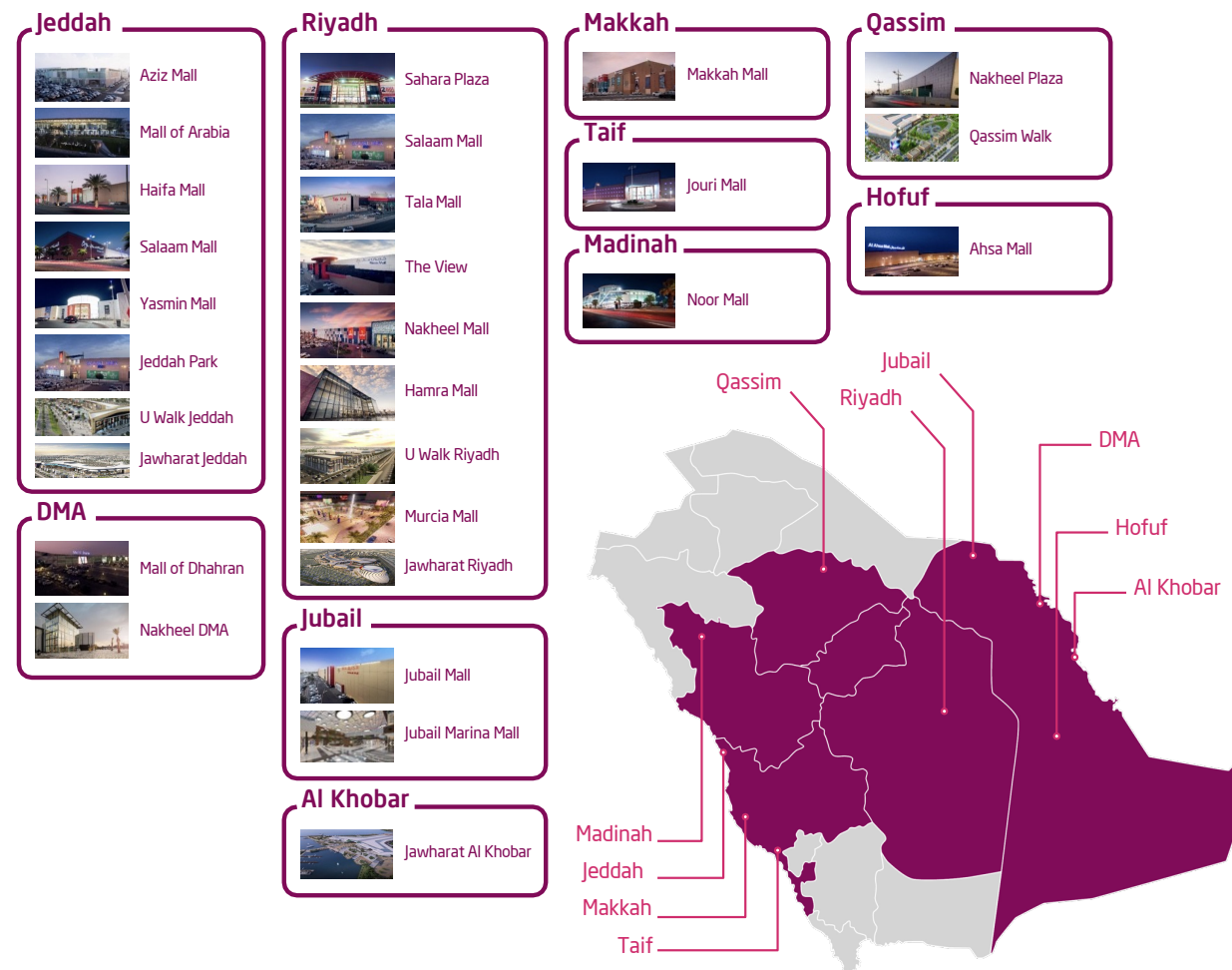
## Cenomi Centers: A market Leader that Continues to Outperform and Dominate the Saudi Market

### No. of assets

In 2027	28*	13	14	2	N/A	1	5	10
Today	21	11	13	0	43	0	5	9



\* Based on publicly announced projects; Cenomi Centers with full pipeline (announced)



Existing malls cover c.80% of the KSA population with an annual footfall of over c.120 Mn

## Focused Ambition: 5 Strategic Priorities with Clear Objectives



Our **AMBITION** is to become the largest and most admired developer and operator of lifestyle destinations in Saudi.

### 5 Strategic Priorities

### High-Level Objectives



#### Portfolio Growth

- Strengthen KSA leadership through new formats and cities
- Become Vision 2030's Consumer 'Partner of Choice'
- Optimize standing portfolio



#### Product Excellence

- Drive shift towards a higher quality & more differentiated formats, in line with changing consumer trends
- Deliver highest customer experience via customer-centric design & services



#### Operational Excellence

- Enhance, modernize and automate mall operations to achieve higher productivity and enable outstanding customer experience.
- Leverage digitalization & data analytics to drive both customer & shareholder value.



#### Organization Enhancement

- Drive organizational change to promote and master performance excellence, accountability and collaboration for impact.
- Build world-class team & capabilities to enable growth & quality ambition



#### Sustainability Leadership

- Establish ambitious sustainability agenda and roadmap to drive significant impact across all dimensions of the ESG pillars for all relevant stakeholders and unlock more shareholder value

Cenomi Centers is Growing the Portfolio by 50% in GLA to Nearly 2 Million sqm

## 3 Flagship Destinations

### Jawharat Jeddah



GLA ..... 109K sqm  
Outlets ..... 190+  
Opening Q1 2025

### Jawharat Riyadh



GLA ..... 183K sqm  
Outlets ..... 370+  
Opening Q2 2025

### Jawharat Al Khobar



GLA ..... 160K sqm  
Outlets ..... 380+  
Opening Q1 2026

## 4 Lifestyle Destinations

### U Walk Jeddah



GLA ..... 61K sqm  
Outlets ..... 180+  
Opening 2023

### U Walk Qassim



GLA ..... 70K sqm  
Outlets ..... 135+  
Opening 2024

### Murcia Mall



GLA ..... 45K sqm  
Outlets ..... 150+  
Opening 2025

### Jubail Marina Mall



GLA ..... 30K sqm  
Outlets ..... 70+  
Opening 2023

## U Walk Jeddah Complete with 80% Pre-leased Opening in December 2023



## U Walk Jeddah



61K sqm | SAR 455 MN | 180+

### Progress details

Opening date: December 2023

Completion status: 100%

Pre-lease levels: c.80%

## Jawharat Riyadh Accelerating Construction and Now 30% Complete with a Q2 25 Target Opening Date



### Jawharat Riyadh

GLA ..... 183K sqm  
Outlets ..... 370+  
Opening Q2 2025

Completion status: 30%

## Jawharat Jeddah on Track for a Q1 2025 Opening



### Jawharat Jeddah

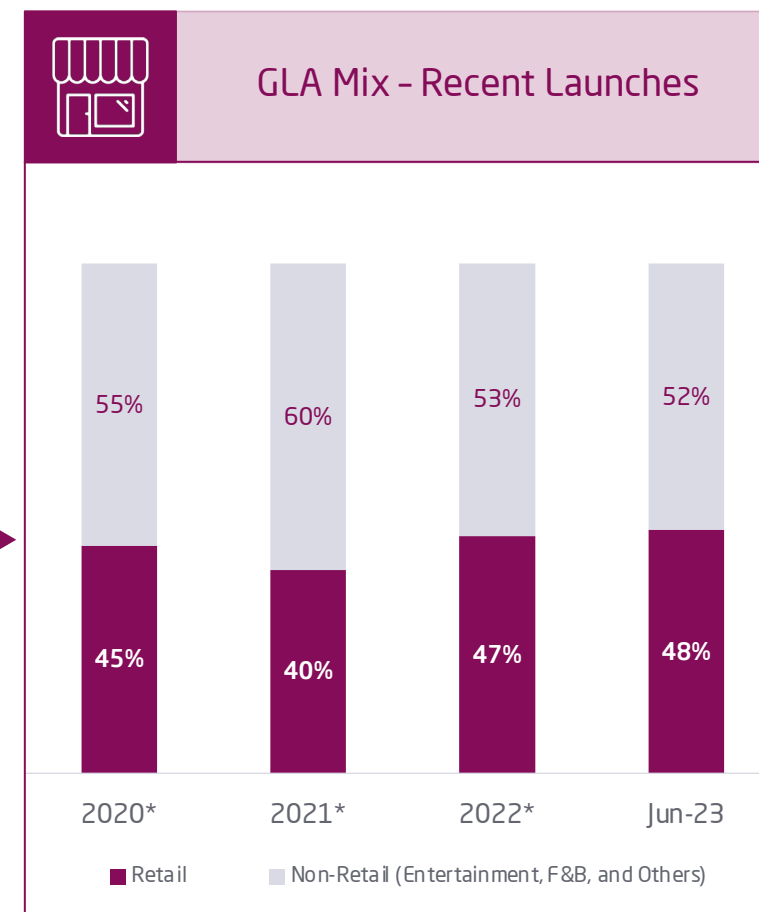
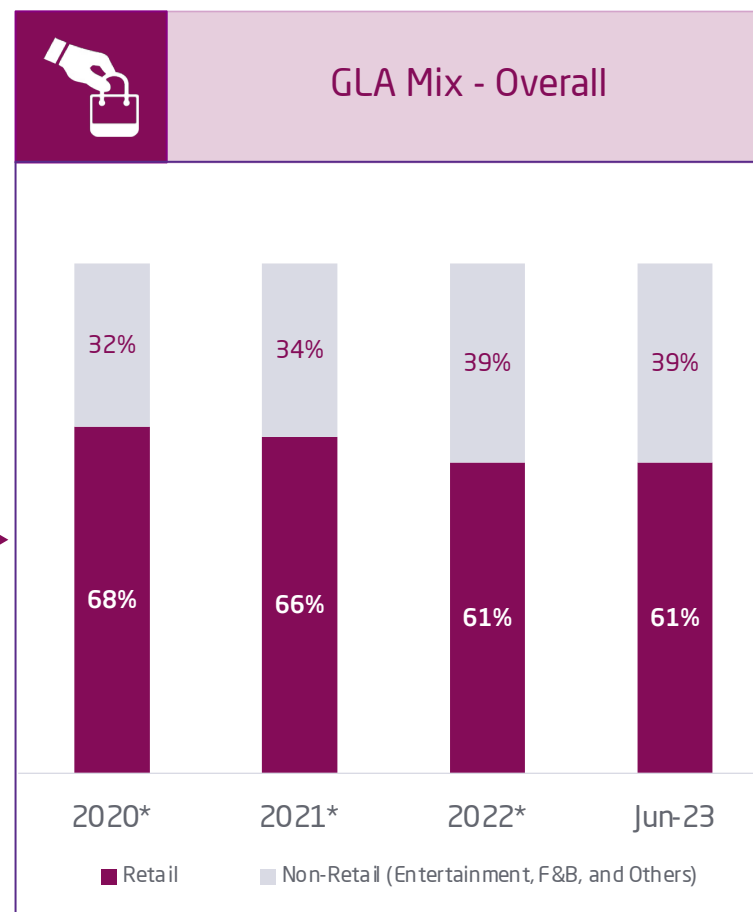
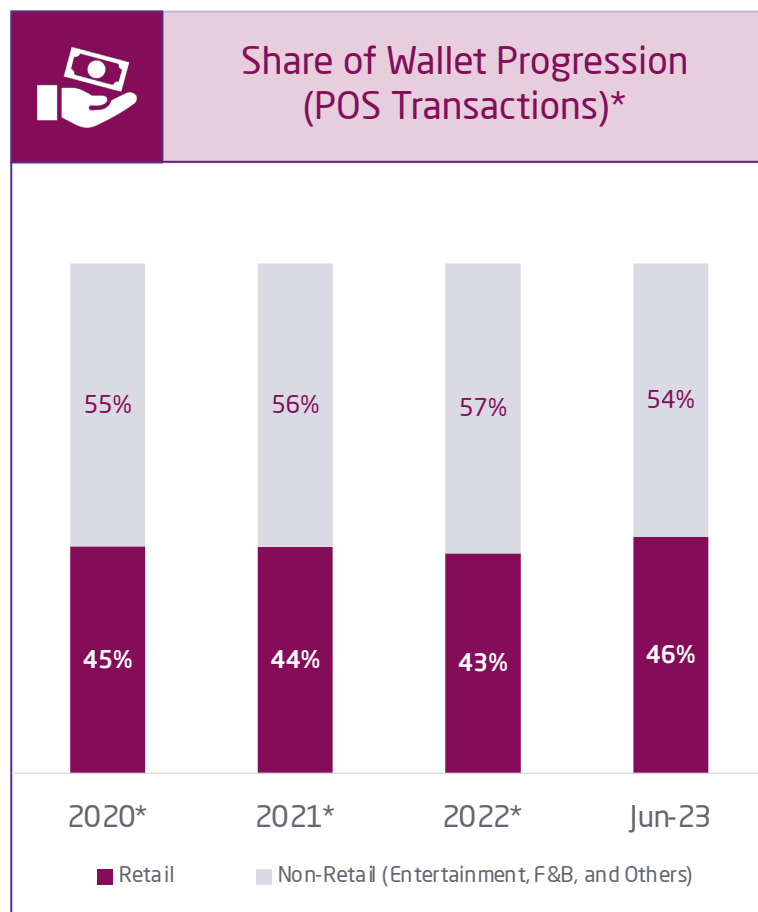
GLA ..... 109K sqm

Outlets ..... 190+

Opening **Q1 2025**

**Completion status: 20%**

# Revolutionizing GLA Mix: Leveraging Evolving Consumer Behavior Across Centers



Sources: SAMA Monthly Bulletin June 2023

\*Fiscal years ended March 31<sup>st</sup>

## Product Excellence in Practice: New Tenants, New Venues, New Features

### UNIQUE TENANT ACQUISITIONS



**1** FIRST QUALITY IN-MALL LUXURY WING WITH THE TOP WORLDWIDE LUXURY BRANDS



**2** NEW WORLD-CLASS ANCHOR BRANDS UNIQUE TO THE CITY AND TO KSA



**3** HYBRID INDOOR/OUTDOOR UNIQUE IP-BASED ENT'T IN CITY

### NEW VENUES



**4** DIGITALLY ENABLED MULTIPURPOSE ARENA WITH LARGEST E-GAMING CENTER

### ATTRACTION / DESTINATION FEATURES



**5** THE NEXT-GEN DIGITAL MEDIA AND EXPERIENCE OFFERING



**6** KSA'S FIRST THEATRICAL FEATURES AND WATER SHOWS



**7** LARGEST MALL ROOF GARDEN IN CITY

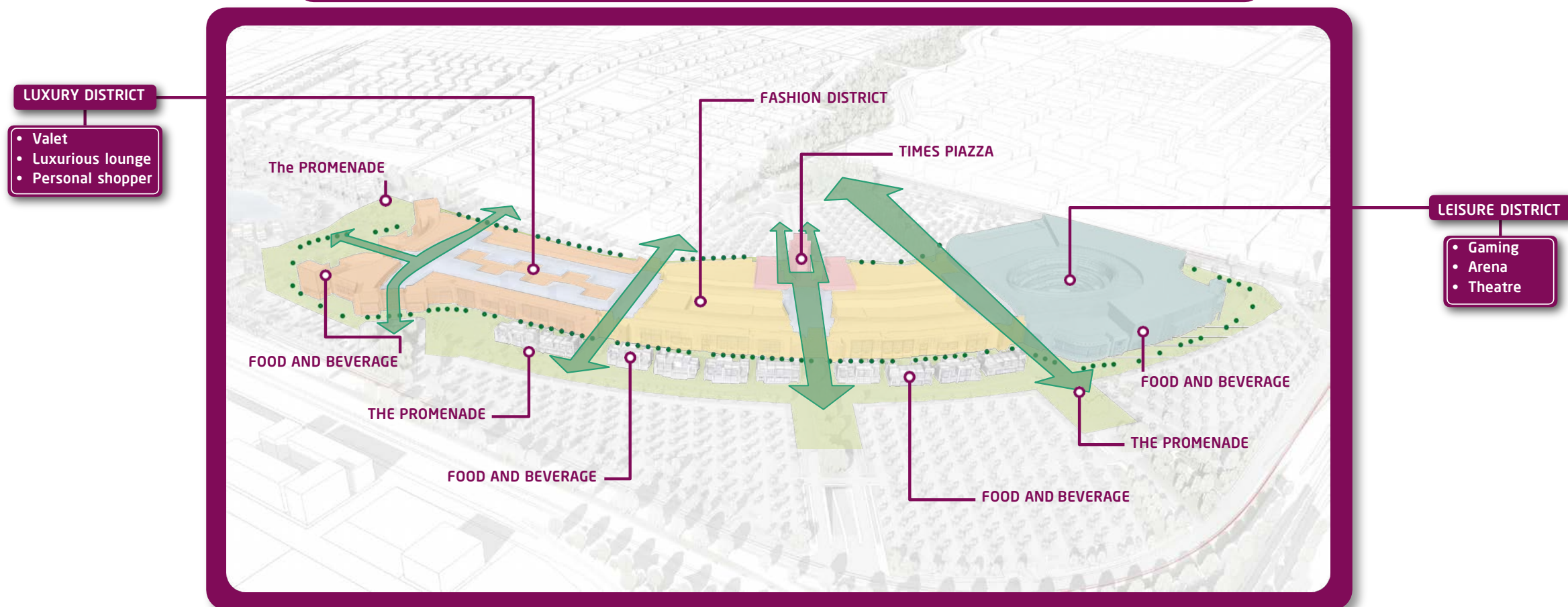
### SUSTAINABLE DESIGN BUILD



**8** THE FIRST MALL TO BE LEED GOLD CERTIFIED

## Jawharat Riyadh: a Distinctive Asset with Unique Features

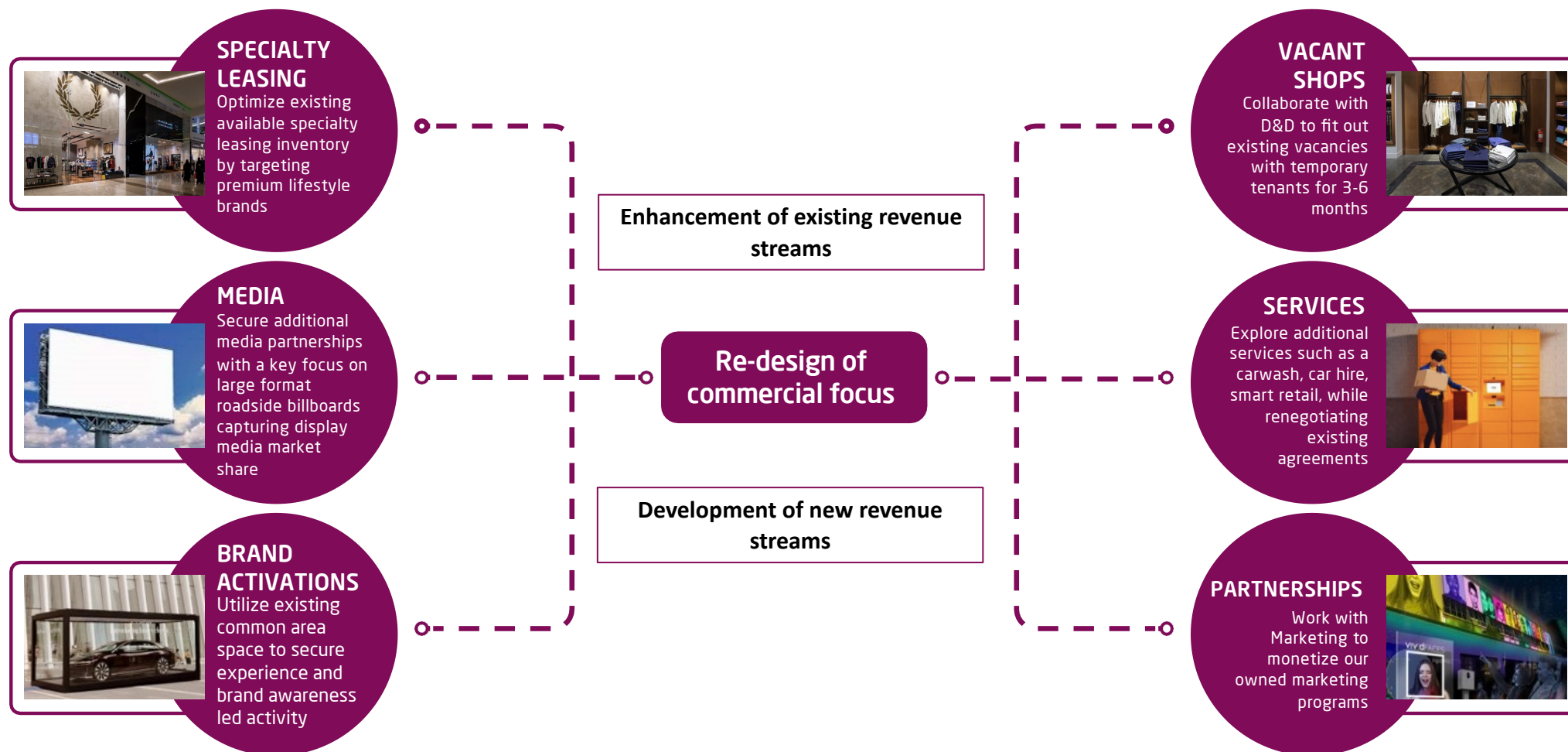
Jawharat Riyadh is designed keeping its consumer needs at its forefront offering a seamless and integrated experience with state of the art, first of their kind features such as Times Plaza & Leisure district and unique luxury offerings through partnerships with global leading brands



## Jawharat Riyadh: One of a Kind Lifestyle Destination for the New Kingdom



## Revenue Enhancement Through Strategic Account Management



## Bolstering Organizational Capabilities to Deliver on Cenomi Centers' Growth Strategy



**Alison Rehill**

CEO

25+ years of experience with global industry-leading shopping mall operators in the US and Asia, incl Simon Property Group, GGP, and Brookfield



**Alfie Gibbs**

Acting Chief Commercial Officer

25+ years of global retail industry experience. Previously Chief Retail Officer and Head of Leasing in regional leading companies, Incl. Majid al Futtaim, Aldar Properties and Dubai Holding.



**Frederik Foussat**

Chief Financial Officer

25+ years of Corporate Finance experience with leading international organizations such as Majid Al Futtaim, Grosvenor Fund Management and PwC



**Livio Fabi**

COO Central Region

20+ years of experience in asset management, retail, and entertainment with leading players like KAFD, Cushman & Wakefield, Mirel, and Lulu International



**Myf Bagnold**

Acting Chief Marketing Officer

Two decades of retail & real estate marketing experience, holding global leadership roles with renowned industry names including Westfield, Nestle and NEOM



**Paul Sumner**

Chief of HSE

20 years of experience in running multi-million USD portfolios in multinational organizations, and on some of the largest commercial real estate and construction programs in the UK, Middle East and Africa.



**Joao Cruz**

COO Western Region (starting September '23)

Two decades of experience in leadership roles in the property and asset management business, in Shopping Centres, Retail Parks and offices, incl. a position as Managing Director of Iberia for Multi



**Karim Azmi**

General Counsel / Chief of Legal

30 years of experience, incl. heading legal teams in high profile industry champions in the region, like Majid al Futtaim, Abu Dhabi National hotels and Abu Dhabi Cooperative Society



**Lijo Kankapadan**

Chief Technology Officer

A strategic executive with 25+ years of experience in transforming organizations and driving digital deliveries for regional champions like Emaar and Dubai Developments

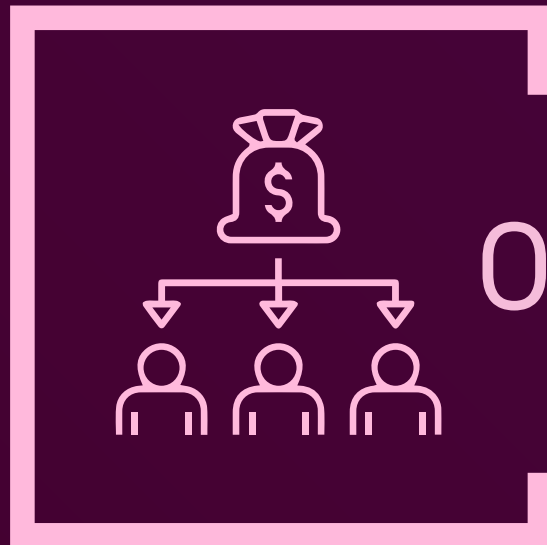
### Executive Team Previous Experience



**Brookfield**  
Properties



04

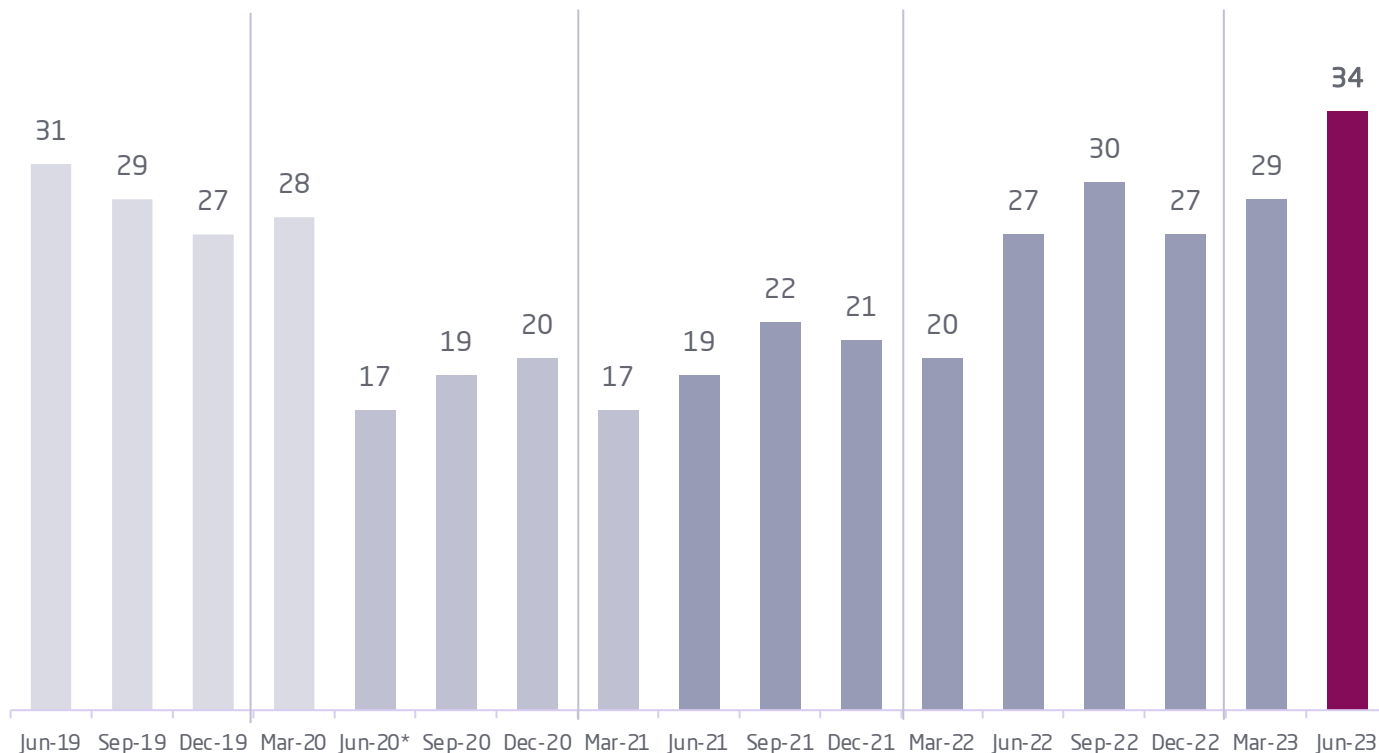


# Operational Overview

## Record Q2 2023 Footfall



### Quarterly Footfall Progression (MN)

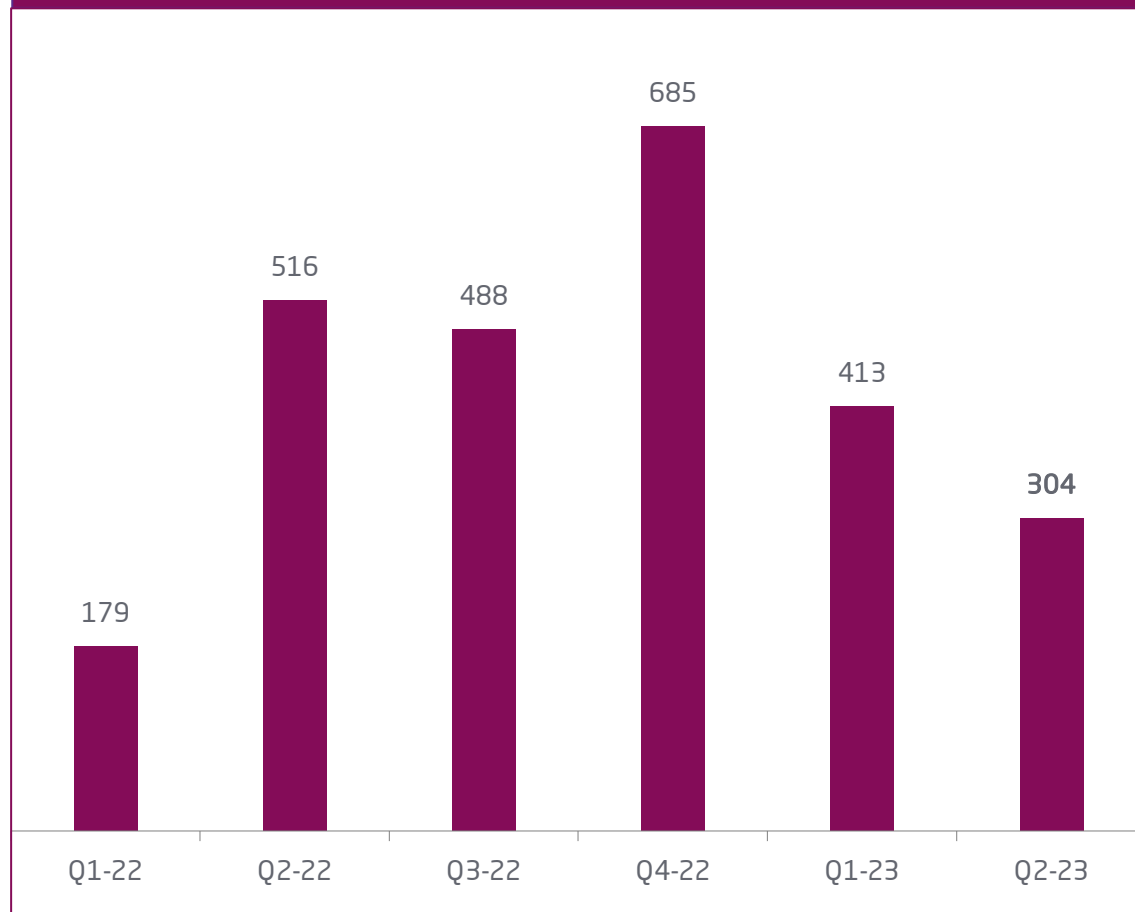


\* June 2020 footfall is annualized to normalize for the impact of COVID-19-related center closures during this period.  
This is additionally reflected in figures for FY2021.

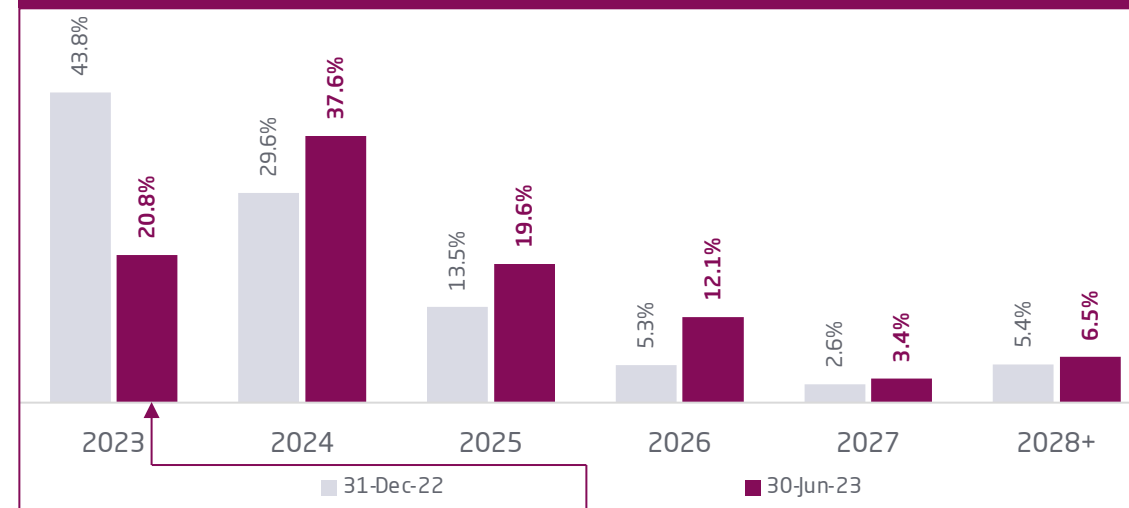


## Good Progress on the 2023 Renewal Program

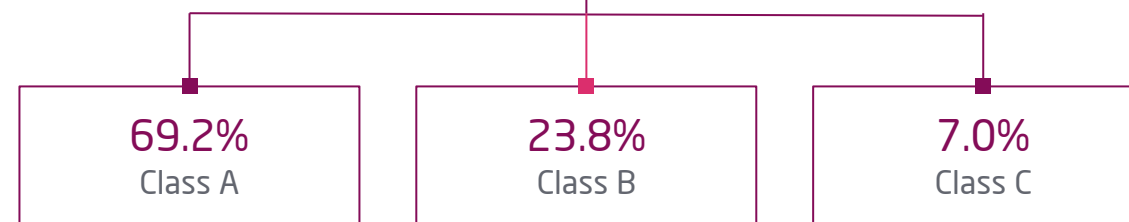
Number of Leases Renewed



Year of Expiration - % of Total Rental Revenues

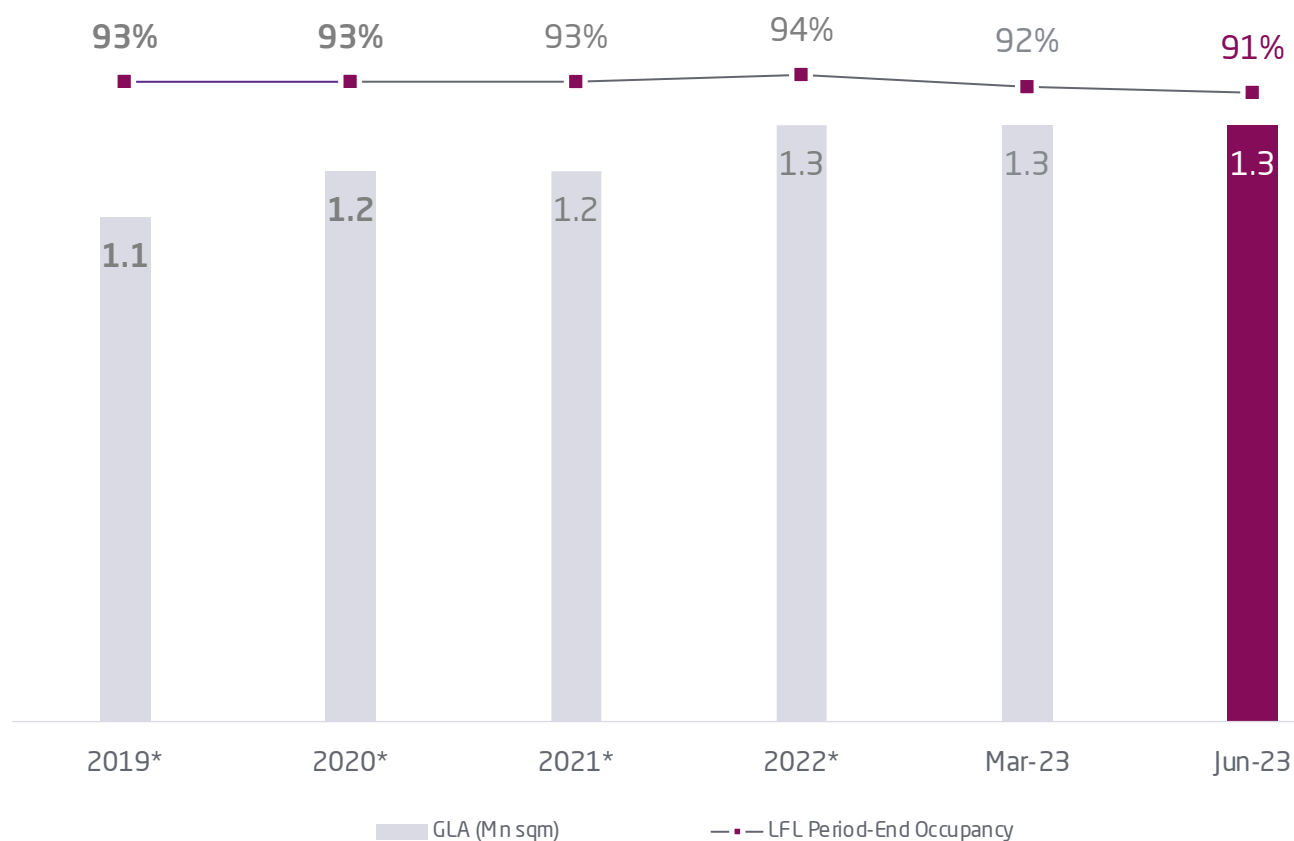


Lease Expiry by Mall Type - 2023 as of 30-Jun-23

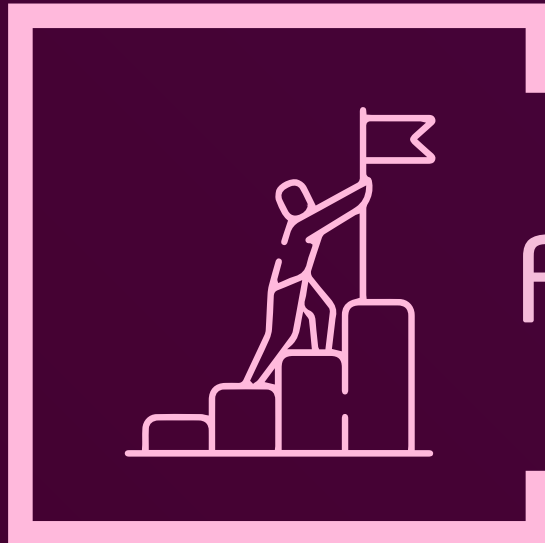


## Occupancy Rate Decreased Due To Active Rotation of Tenants and Enhancement of Category Mix

GLA Progression vs. Occupancy Rates

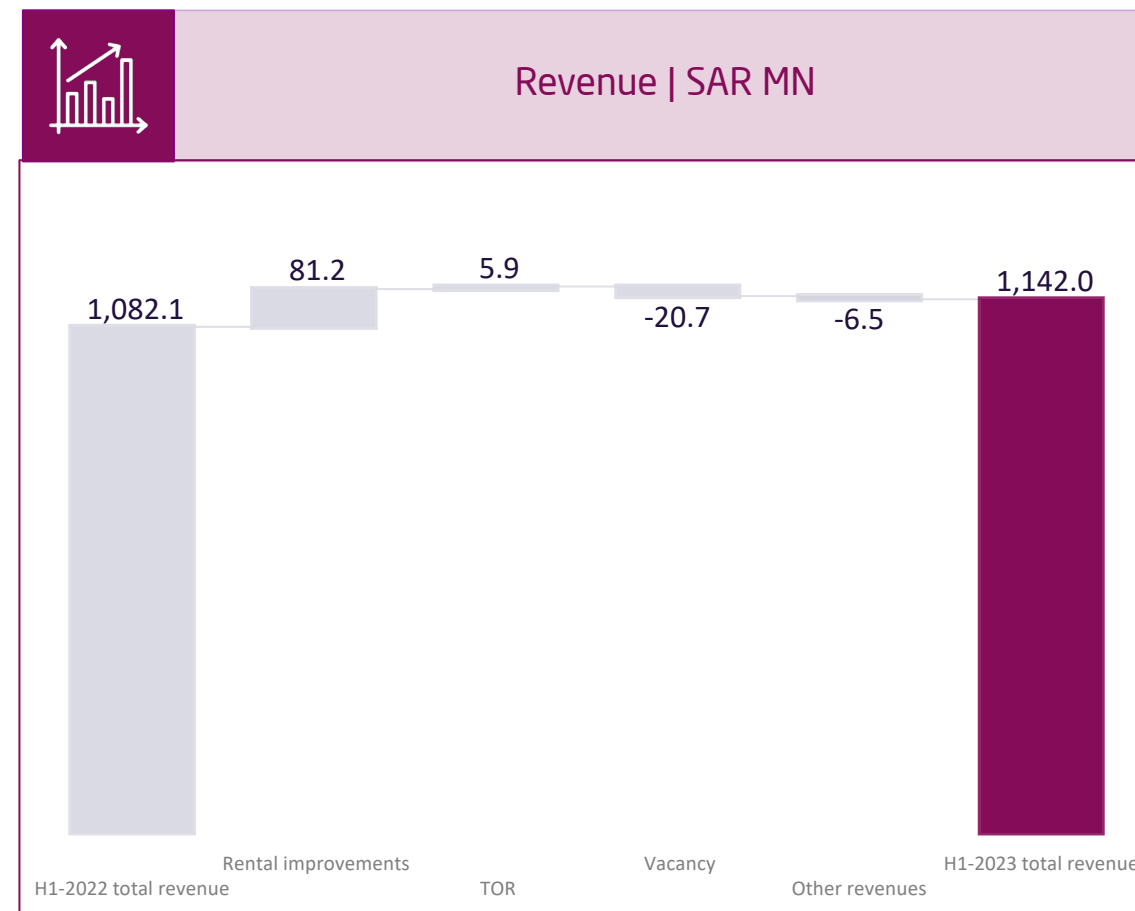
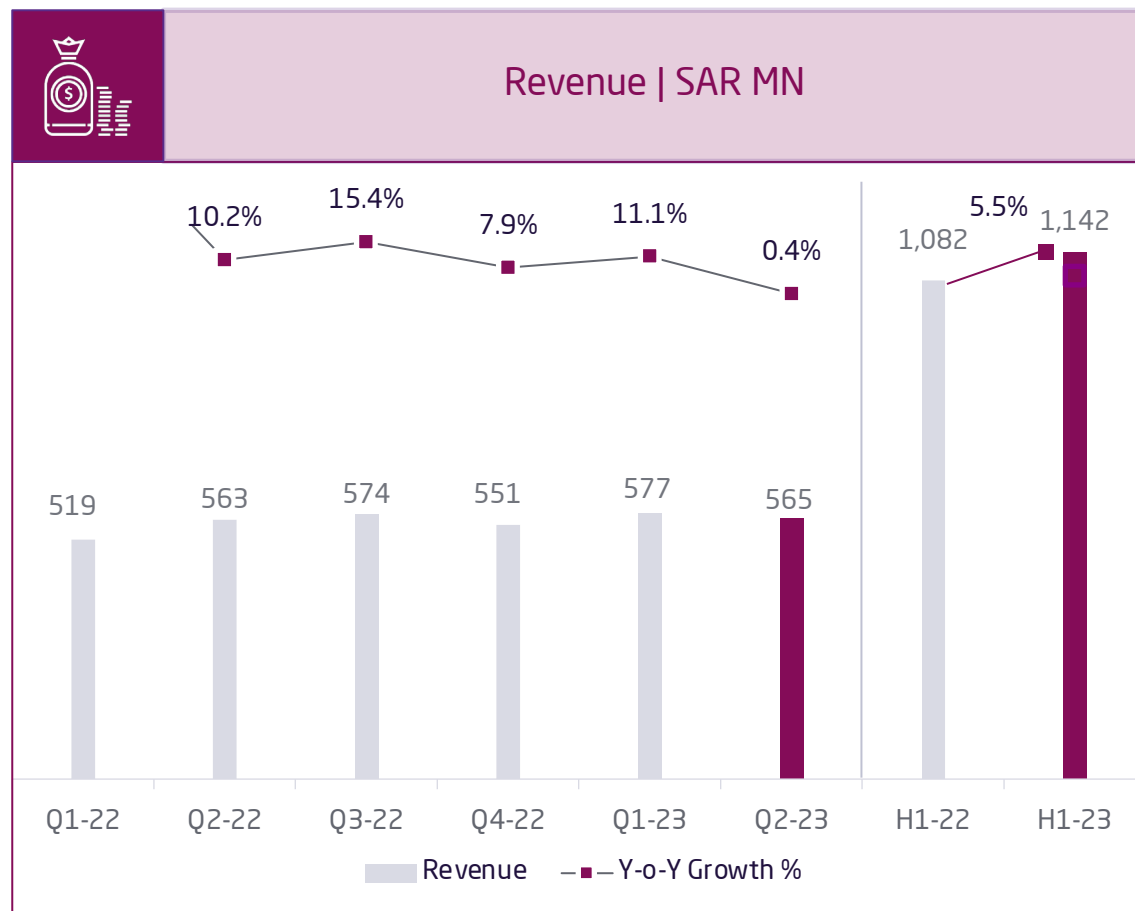


05

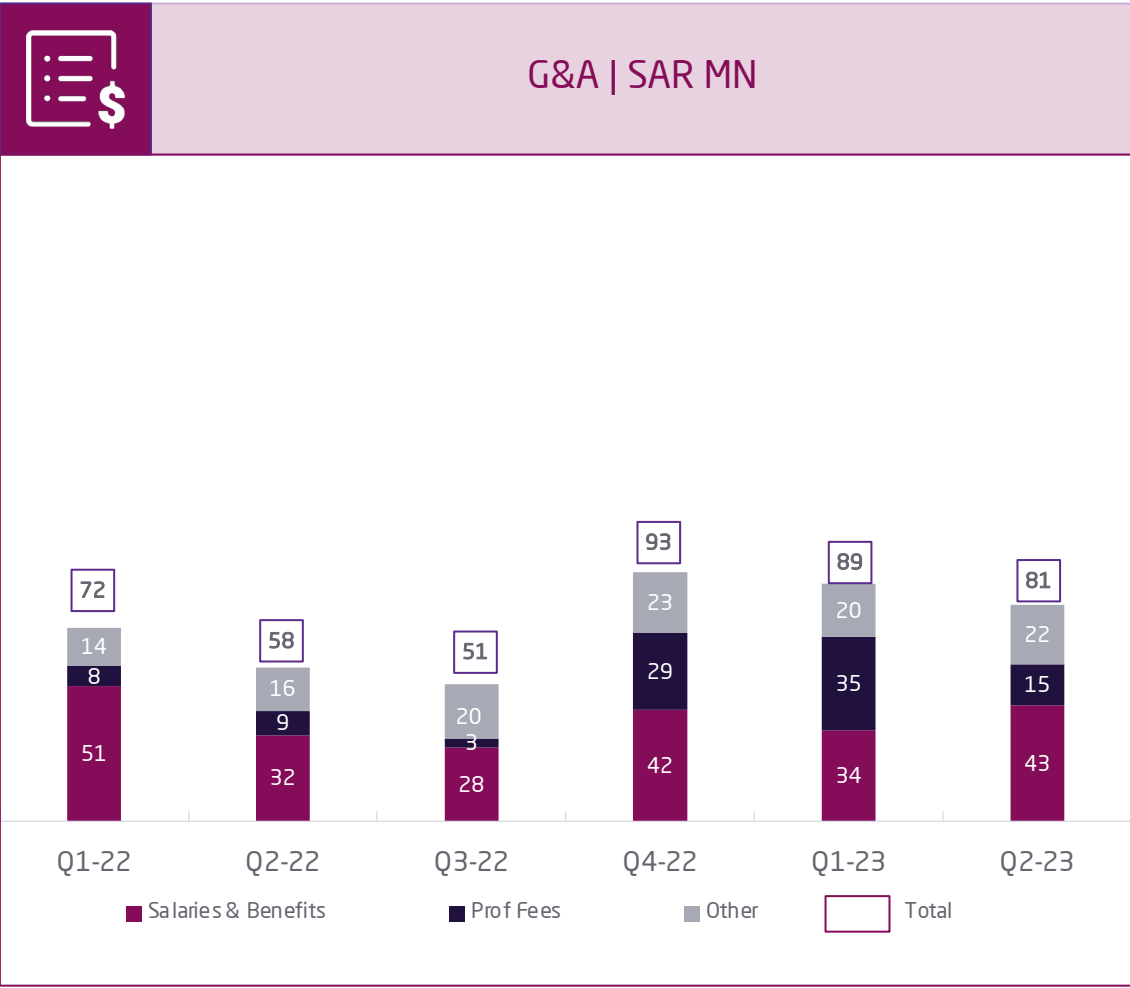
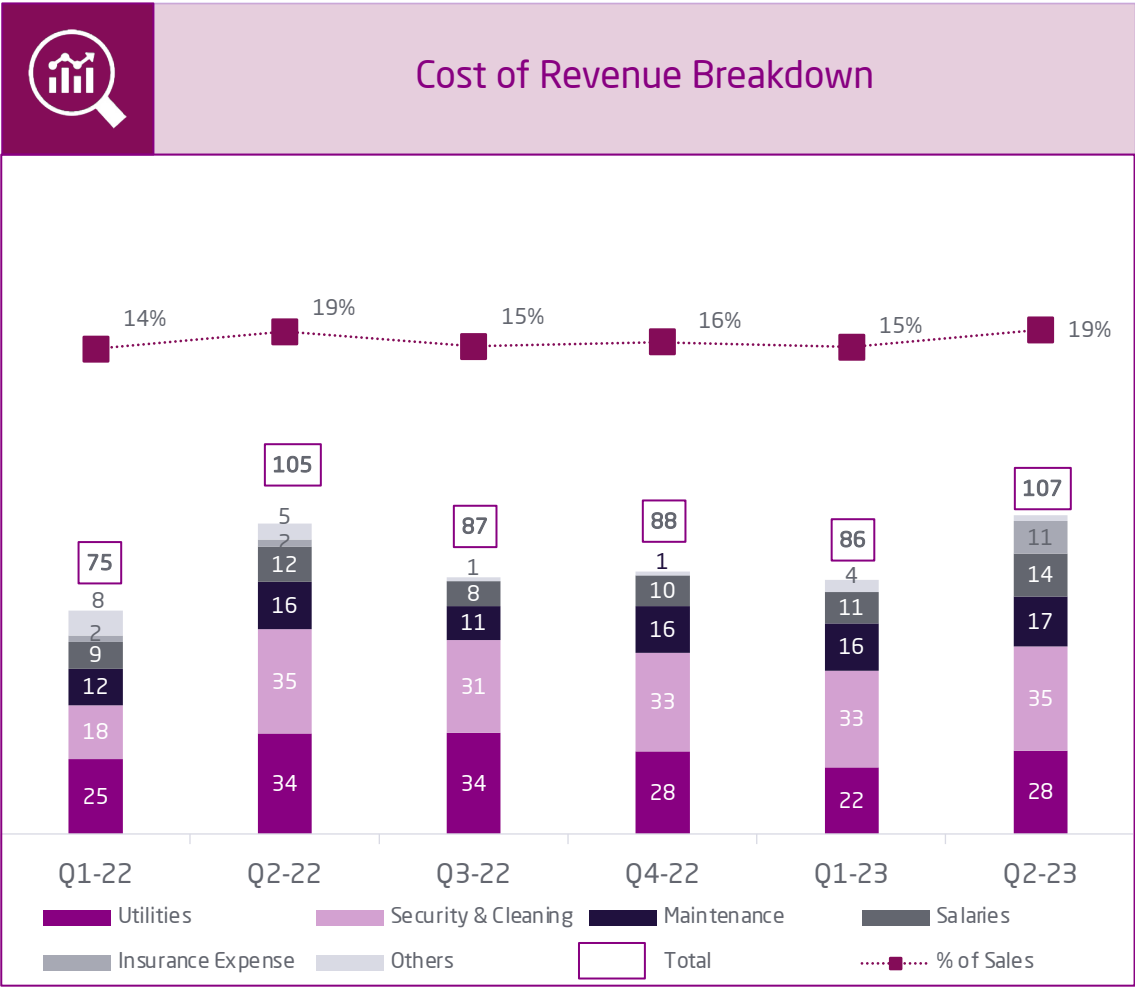


# Financial Overview

## Positive Portfolio Dynamics Support Revenue Growth

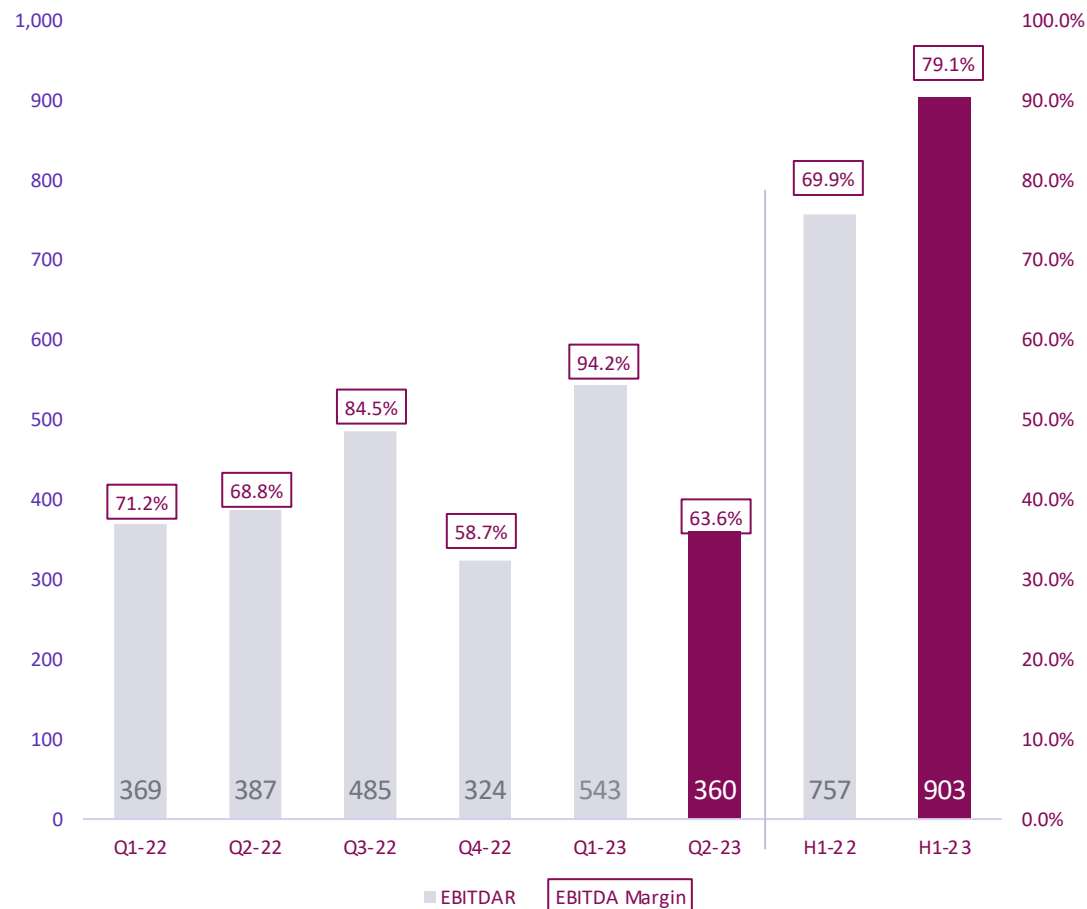


# Marginal Cost Increases

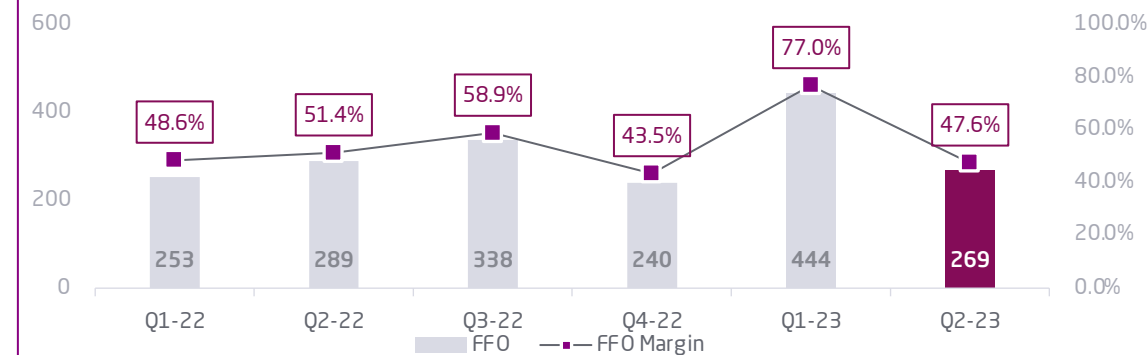


# Improving Fundamentals Deliver Solid Core Profitability Growth

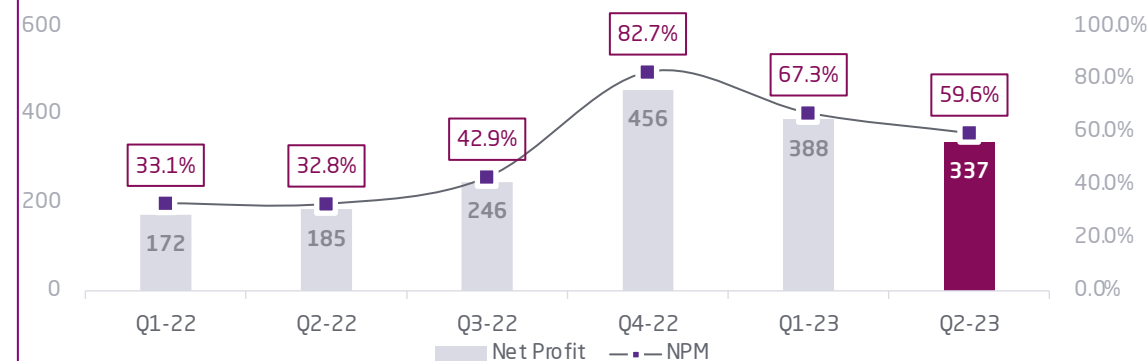
\*EBITDA | SAR MN



\*FFO<sup>(1)</sup> | SAR MN



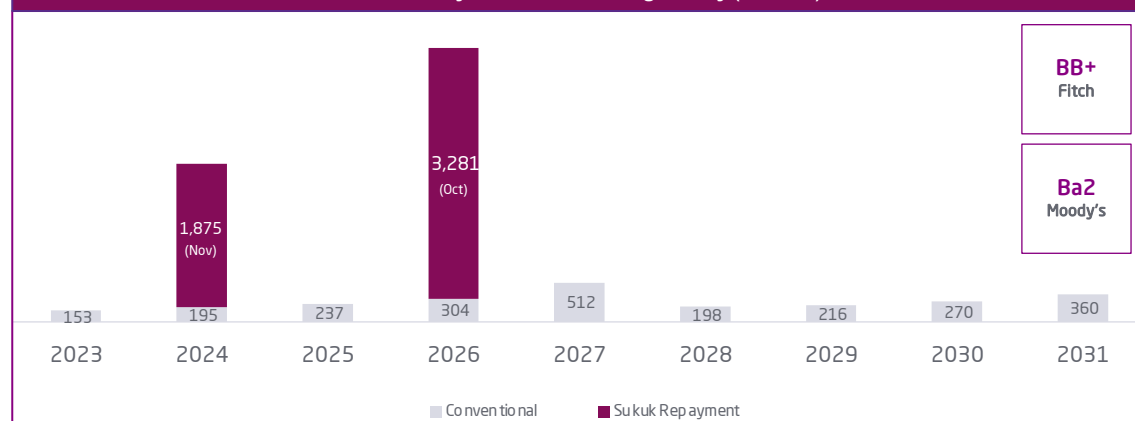
\*Net Profit | SAR MN



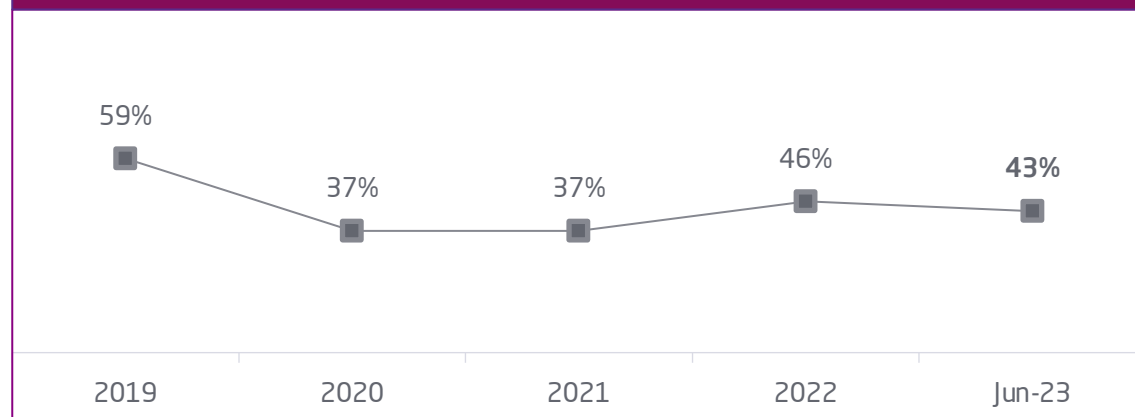
## Stable Debt Profile and Calibrated Financing Policy

### Sukuk Issuance Ensures a Smooth Debt Maturity Profile

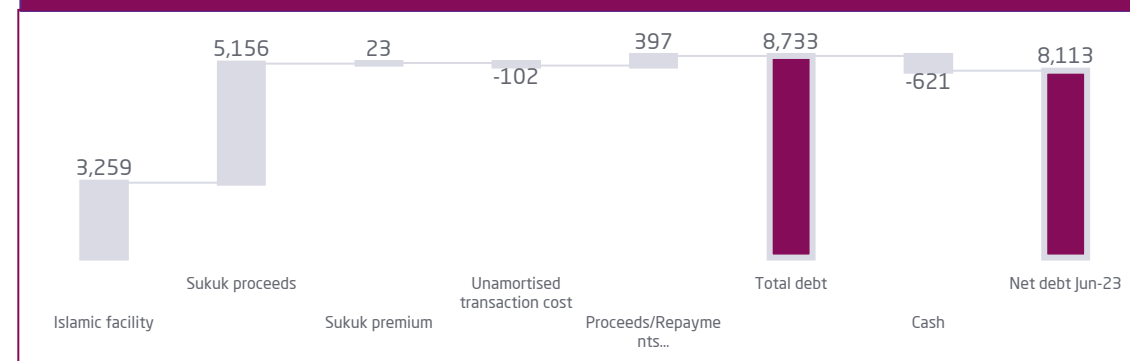
Debt Maturity Profile - Amortizing Facility (SAR MN)



### Net Debt/Enterprise Value

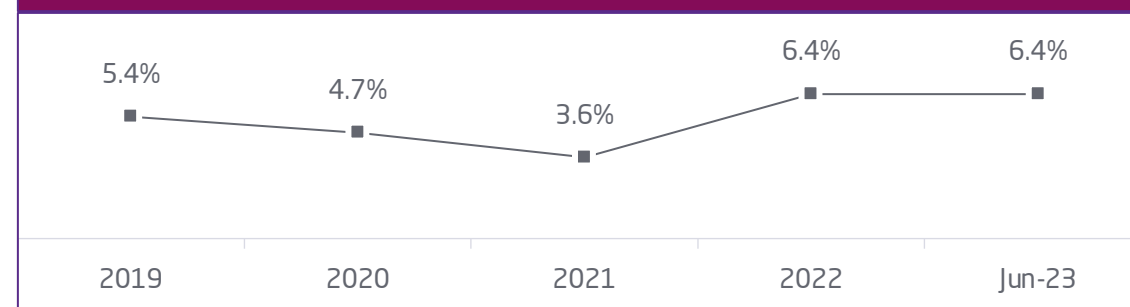


### Net Debt Breakdown as of 30 June '23 | SAR MN

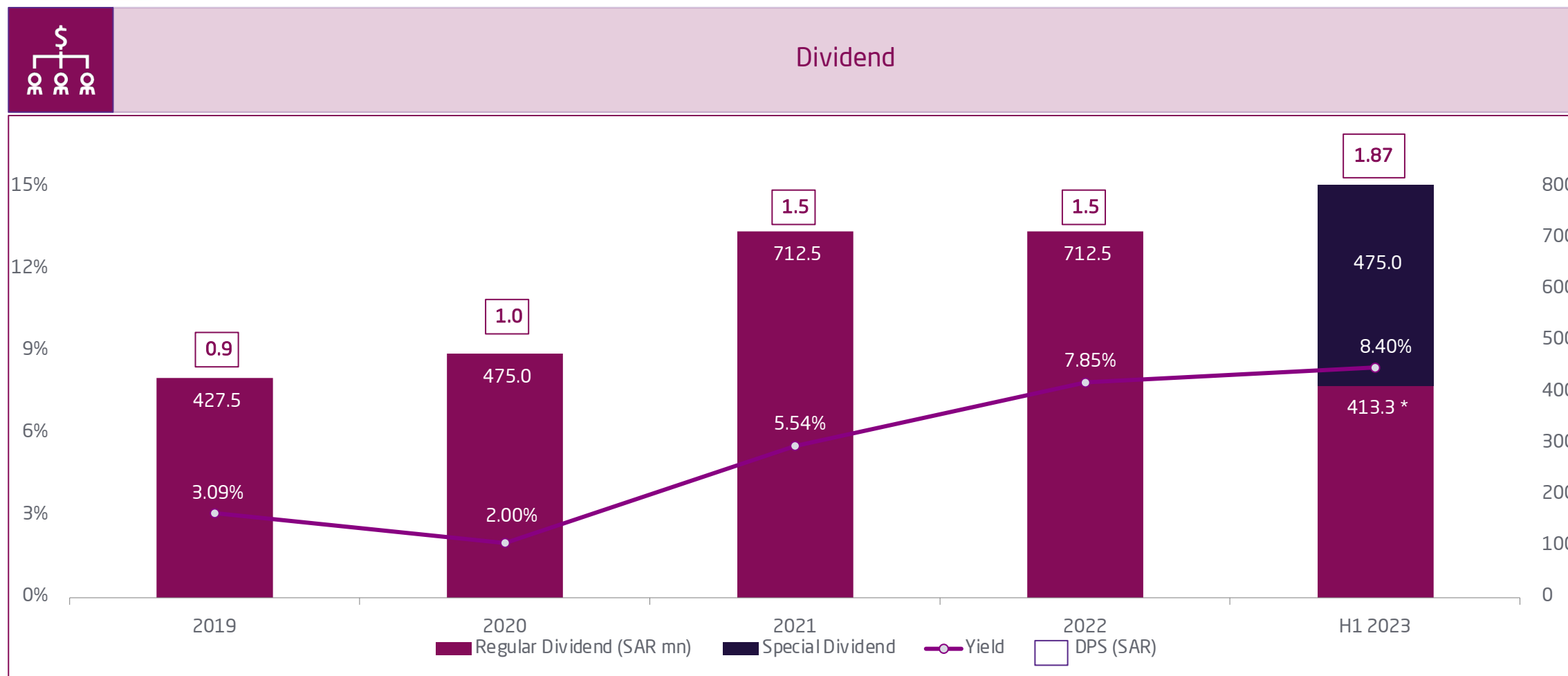


	2019	2020	2021	2022	Jun-23
Secured debt	100%	74.0%	74.0%	39%	41%
Unsecured debt	0%	26.0%	26.0%	61%	59%

### Weighted Average Cost of Debt

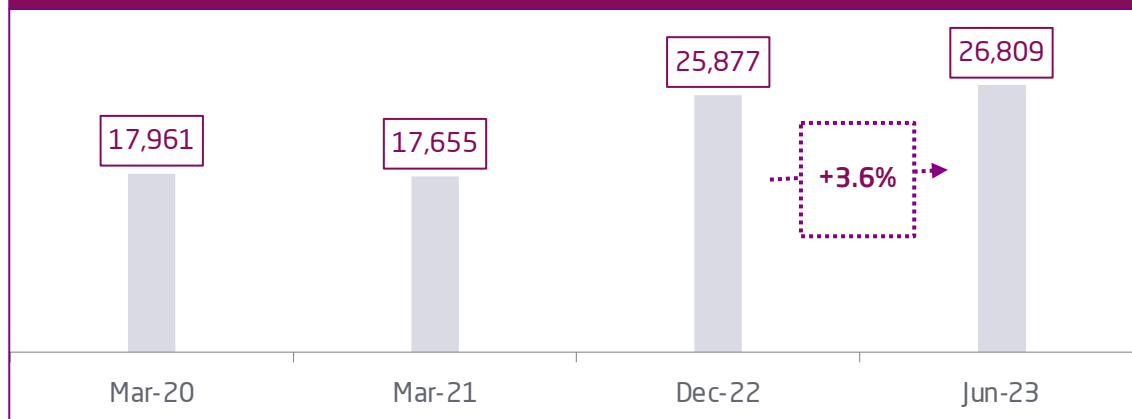


## Commitment to Delivering Shareholder Value

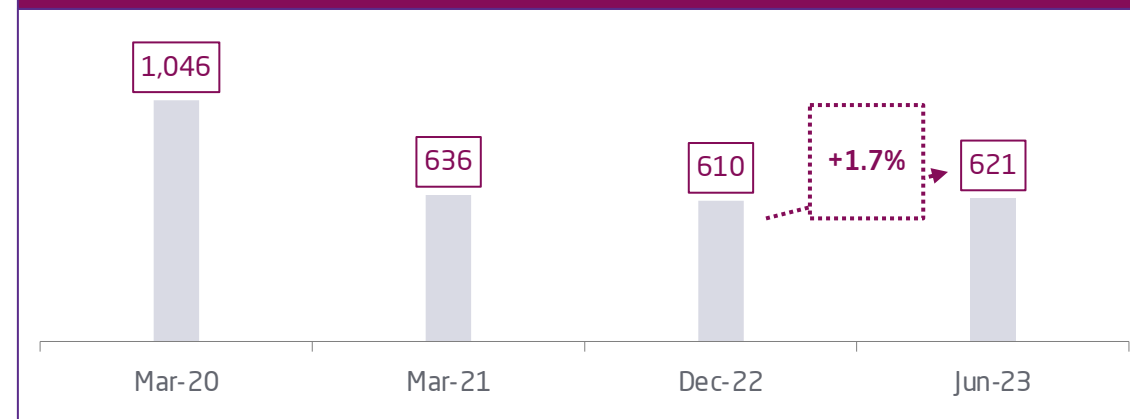


## Strong and Liquid Balance Sheet

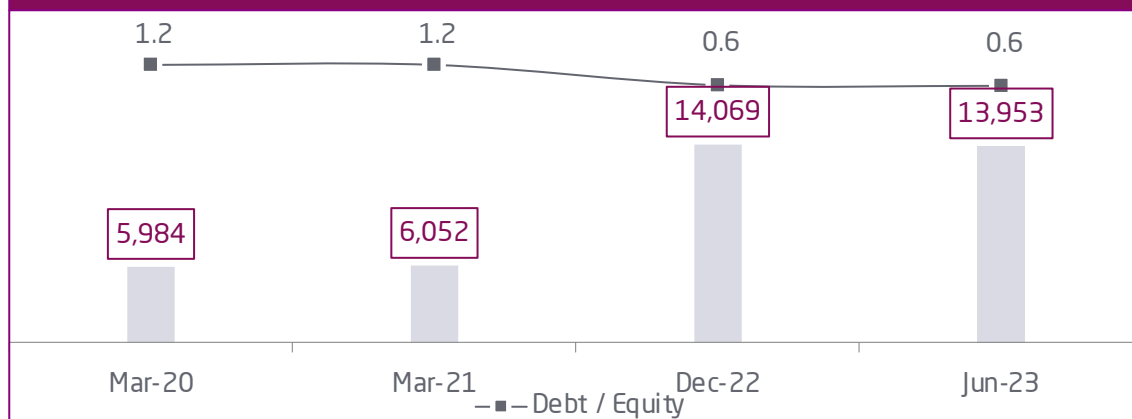
\*Total Assets | SAR MN



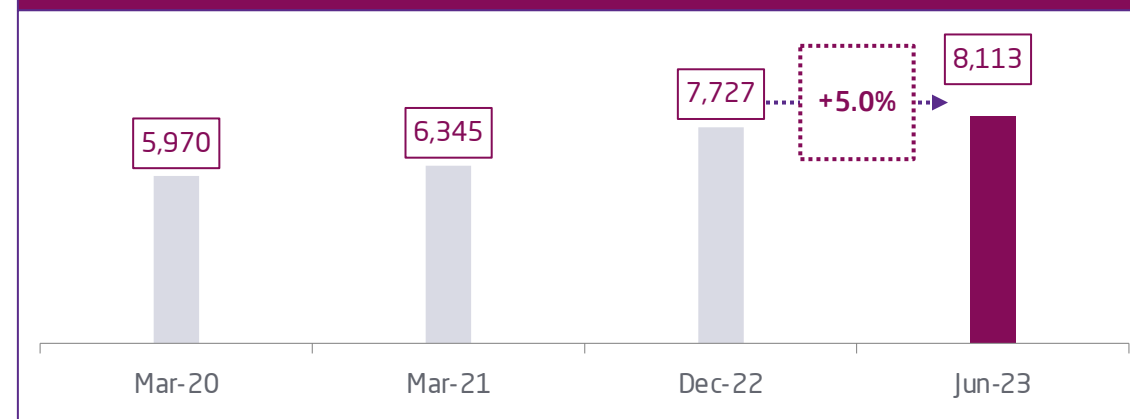
\*Cash | SAR MN



\*Equity | SAR MN



\*Net Debt | SAR MN



## Good Progress on Non-Core Asset Sale Program

City	Location	Land Size (SQM)	Market Value
Riyadh	King Fahad Road - Olaya	18,000	Sold at <b>230 MN</b>
Riyadh	Adjacent to Jawharat Riyadh	118,000	Sold at <b>645 MN</b>
Qassim	Adjacent to U-Walk Qassim	1,216,000	<b>SAR 1.15 BN</b>
Riyadh	Sahara Plaza	13,000	
Others	-	603,000	



Program leverages favorable nationwide market conditions to unlock nearly SAR 2 billion of value for Cenomi Centers

06



## Summary

## Cenomi Centers: Unlocking Growth Potential



### Strong Macro Growth Tailwinds

Population of the Kingdom has reached **32.2 million** with an aim to attract **25mn foreign tourists**



### Saudi Arabia's top provider of organized retail space

**10 cities**  
**21 malls**  
**1.3mn sqm**  
**4900+ stores**



### Offering a unique blend of curated brands and engaging physical experiences for a competitive edge

**39 brands**  
onboarded in Q2-  
2023



### A Legacy of Consistent Delivery in the KSA Market Since 2002 (project pipeline)

Average of **1+**  
new centres per  
annum



### Redefining the Mall Experience with Ambitious

**SAR 5.0 billion**  
CAPEX Program

**7 Market-Leading**  
Projects



### Unlocking Value for Shareholders with Attractive Dividend Payout

**8.4% dividend**  
**yield in 2023**  
vs. ~3.20% for  
Tadawul All-  
Share's

07



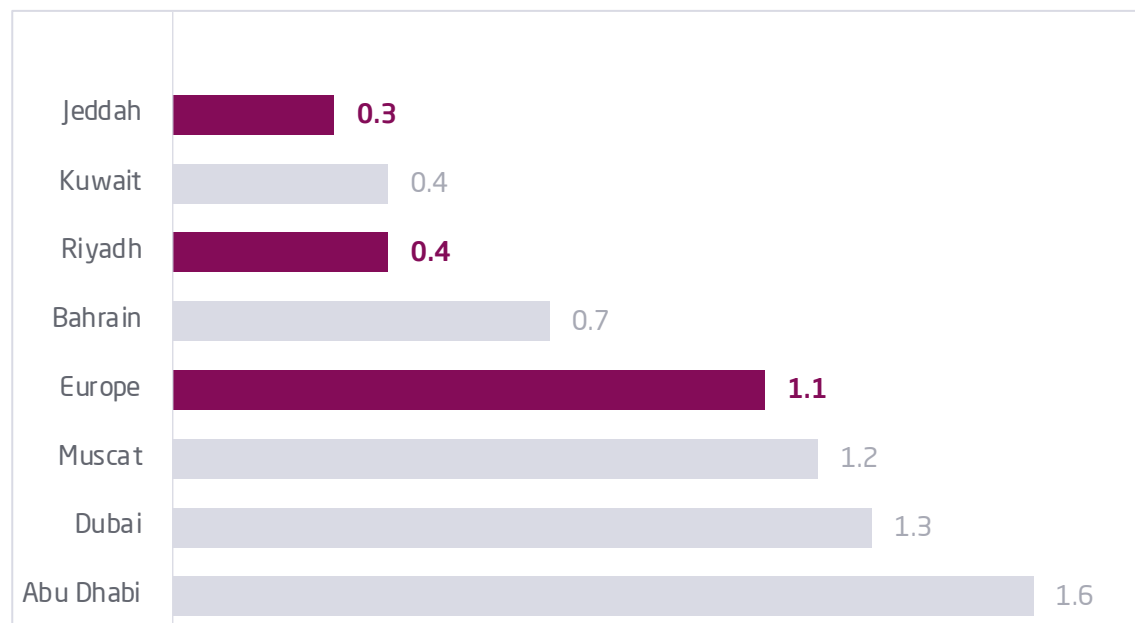
# Appendix

## Saudi Arabia's Modern Retail Market Retains Large Room for Continued Growth Compared to Peer Countries in the GCC

01

Retail Mall GLA per capita in Riyadh and Jeddah is significantly lower than other major markets

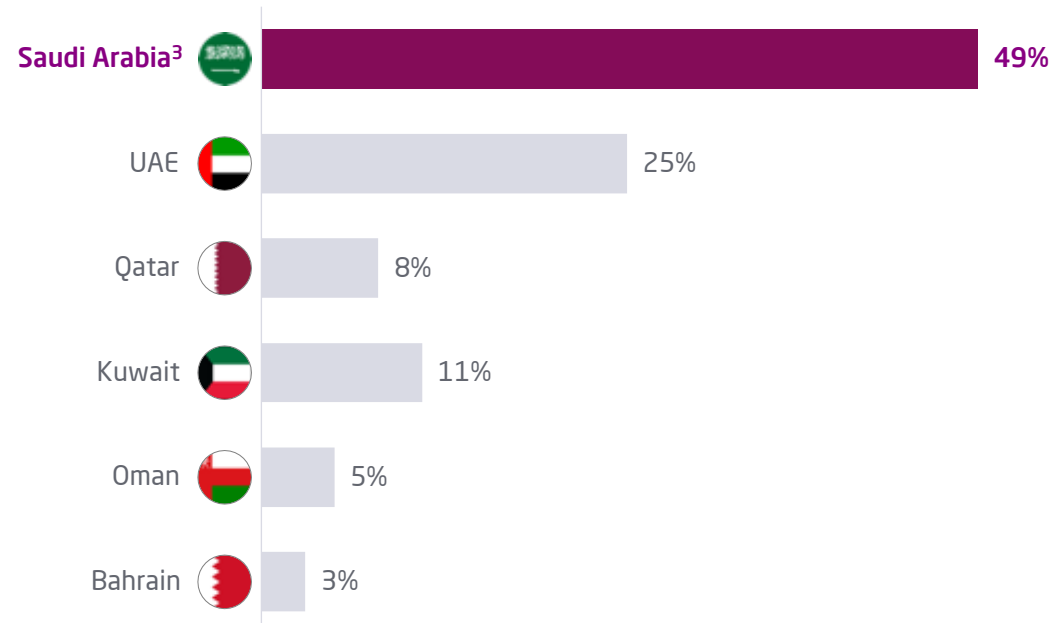
2021 Retail Mall GLA per Capita (sqm)<sup>(1,2)</sup>



02

Yet Saudi Arabia accounts for almost half of total GCC Retail Sales

2022 Market Share of GCC Retail Sales



1) Retail mall GLA includes shopping centers / malls and quality strip malls but excludes independent standalone stores;

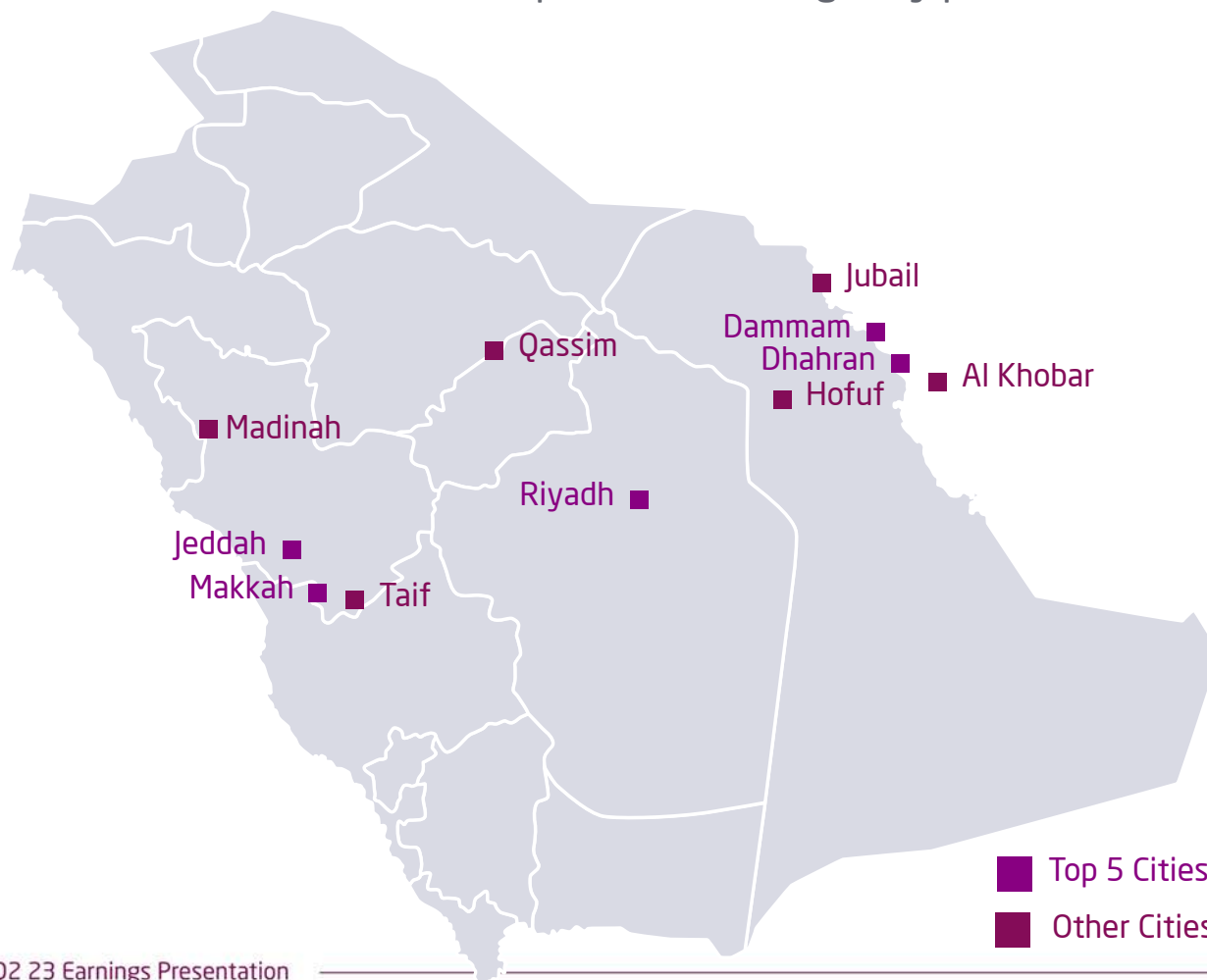
2) As identified by the International Council of Shopping Centers;

3) For only the four major cities i.e. Riyadh, Makkah, Jeddah and DMA.

Source: JLL, GASTAT, Savills

## Largest Retail Platform in Saudi Arabia, with 28 Existing and Pipeline Assets Across Key Metropolitan Areas

Diversified portfolio strategically positioned in large catchment areas



### Makkah

- Makkah Mall

### Jeddah

- Aziz Mall
- Mall of Arabia
- Haifa Mall
- Salaam Mall
- Yasmin Mall
- Jeddah Park
- U Walk Jeddah
- Jawharat Jeddah

### DMA

- Nakheel Mall - DMM
- Mall of Dhahran

### Riyadh

- Sahara Plaza
- Salaam Mall
- Tala Mall
- The View
- Nakheel Mall - RUH
- Hamraa Mall
- U Walk Riyadh
- Jawharat Riyadh
- Murcia Mall

### Madinah

- Noor Mall

### Hofuf

- Al Ehsa Mall

### Qassim

- Nakheel Plaza
- U Walk Qassim

### Jubail

- Jubail Mall
- Jubail Marina Mall

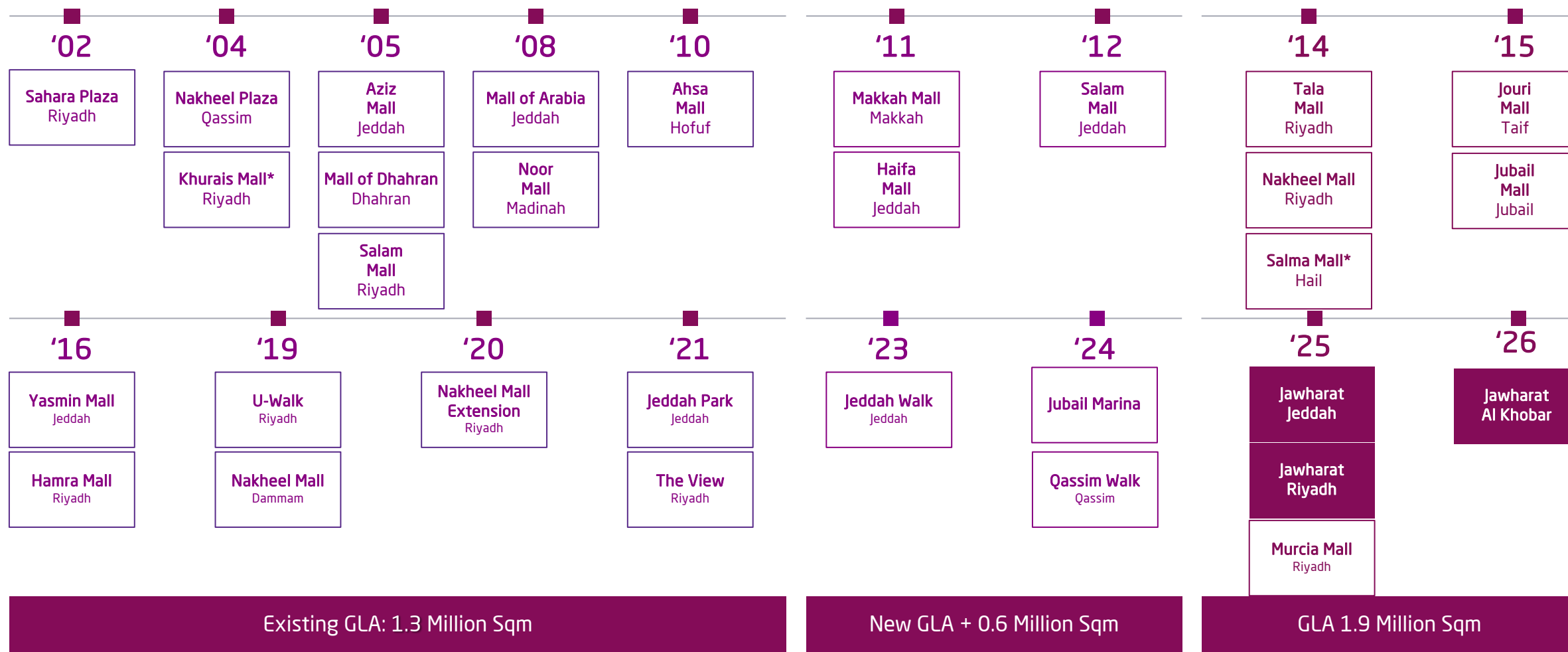
### Taif

- Jouri Mall

### Al Khobar

- Jawharat Al Khobar

## More Than Two Decades of Excellence: Cenomi Centers' Unwavering Commitment to Delivery Since 2002



## Our Malls

	Mall	City	Performance Category	Lease Expiry	Year Opened	GLA 000'Sqm	Occupancy	Revenue Contribution	Cineplex Presence
1.	Mall of Dhahran	Dhahran	A	'26	'05	157	92.5%	13.3%	✓
2.	Salaam Mall	Jeddah	B	'32	'12	126	89.7%	6.2%	2023
3.	Mall of Arabia	Jeddah	A	Freehold	'08	111	97.7%	11.5%	✓
4.	Nakheel Mall	Riyadh	A	'34	'14	78	93.4%	12.0%	✓
5.	Aziz	Jeddah	B	'46	'05	68	77.3%	4.7%	✓
6.	Noor	Madinah	A	Freehold	'08	68	96.1%	5.3%	2023
7.	Yasmeen Mall	Jeddah	B	'34	'16	61	92.1%	5.8%	✓
8.	Hamra	Riyadh	A	Freehold	'16	56	94.0%	5.1%	✓
9.	Ahsa	Ahsa	C	Freehold	'10	46	88.1%	1.9%	✓
10.	Salaam Mall	Riyadh	B	Freehold	'05	48	93.8%	2.5%	✓
11.	Jouri	Taif	B	'35	'15	49	95.6%	4.8%	-
12.	Makkah Mall	Makkah	A	Freehold	'11	37	97.4%	6.2%	-
13.	Nakheel	Dammam	A	Freehold	'19	62	96.2%	6.9%	✓
14.	U-Walk	Riyadh	A	'46	'19	54	89.6%	3.7%	✓
15.	Nakheel Plaza	Qassim	C	'29	'04	40	95.1%	1.9%	✓
16.	Haifa	Jeddah	C	'32	'11	34	72.1%	1.6%	✓
17.	Tala	Riyadh	C	'29	'14	21	87.3%	1.3%	✓
18.	Jubail	Jubail	C	Freehold	'15	22	56.1%	0.7%	✓
19.	Sahara Plaza	Riyadh	C	Freehold	'02	15	100.0%	0.1%	-
					LFL	1,153	91.4%	95.7%	
20.	Jeddah Park	Jeddah	A	Operational Agreement	21	122	69.9%	0.0%	2023
21.	The View	Riyadh	A	Freehold	21	56	89.9%	4.3%	✓

## Income Statement

*Income statement (SAR 000)	Q2'23	Q2'22	% Change y-o-y	H1'23	H1'22	% Change y-o-y
<b>Revenue</b>	<b>565,265</b>	<b>562,949</b>	<b>0.4%</b>	<b>1,142,048</b>	<b>1,082,117</b>	<b>5.5%</b>
<b>Gross Profit</b>	<b>458,036</b>	<b>458,322</b>	<b>-0.1%</b>	<b>949,182</b>	<b>902,255</b>	<b>5.2%</b>
Gross Profit Margin	81.0%	81.4%	-0.5%	83.1%	83.4%	-0.3%
<b>Operating Profit</b>	<b>432,065</b>	<b>280,127</b>	<b>54.2%</b>	<b>922,148</b>	<b>575,714</b>	<b>60.2%</b>
Finance Income	7,125	-	-	7,125	-	-
Financial Charges	-59,633	-44,484	34.1%	-119,964	-85,276	40.7%
Interest Expense On Lease Liabilities	-25,956	-39,878	-34.9%	-52,376	-80,369	-34.8%
<b>Net Finance Costs</b>	<b>-78,464</b>	<b>-84,362</b>	<b>-7.0%</b>	<b>-165,216</b>	<b>-165,645</b>	<b>-0.3%</b>
Share Of Profit (Loss) From Equity-accounted Investee	-4,161	-1,627	155.8%	-7,106	-12,671	-43.9%
<b>Profit Before Zakat</b>	<b>349,441</b>	<b>194,138</b>	<b>80.0%</b>	<b>749,826</b>	<b>397,398</b>	<b>88.7%</b>
Zakat Charge	-12,371	-9,284	33.2%	-24,738	-40,688	-39.2%
<b>Profit For The Period</b>	<b>337,070</b>	<b>184,853</b>	<b>82.3%</b>	<b>725,088</b>	<b>356,710</b>	<b>103.3%</b>
Net Profit Margin	59.6%	32.8%	81.6%	63.5%	33.0%	30.5%
<b>EBITDA</b>	<b>359,753</b>	<b>387,193</b>	<b>-7.1%</b>	<b>902,826</b>	<b>756,582</b>	<b>19.3%</b>
<b>EBITDA Margin</b>	<b>63.6%</b>	<b>68.8%</b>	<b>-5.1%</b>	<b>79.1%</b>	<b>69.9%</b>	<b>9.1%</b>
<b>FFO</b>	<b>268,918</b>	<b>289,379</b>	<b>-7.1%</b>	<b>712,872</b>	<b>541,914</b>	<b>31.5%</b>
<b>FFO Margin</b>	<b>47.6%</b>	<b>51.4%</b>	<b>-3.8%</b>	<b>62.4%</b>	<b>50.1%</b>	<b>12.3%</b>

## Balance Sheet

*Balance Sheet (SAR 000)	Jun-23	Dec-22
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ASSETS		
Current Assets	1,930,144	2,465,620
Investment properties	24,541,854	23,075,741
Right-of-use assets	-	-
Other non-current assets	337,344	335,498
<b>TOTAL ASSETS</b>	<b>26,809,342</b>	<b>25,876,859</b>

LIABILITIES		
Current Liabilities	2,374,395	1,914,839
Non-Current Liabilities	10,482,395	9,893,419
Total Equity	13,952,552	14,068,600
<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>26,809,342</b>	<b>25,876,859</b>

## Update on Key ESG KPIs - FY'22

We are committed to our sustainability journey through a course of continuous improvements to operate in a conscious and responsible way.

CEO Alison Rehill-Erguven



### Caring for Nature

32%



Increase on a yearly basis of electricity acquired from the grid in purchased electricity mix

90%



Energy consumption data coverage throughout all malls, including tenants. This allows Cenomi Centers to understand where major energy savings can be implemented

100%



Green IT by adopting Cloud Computing for all IT hardware and software solutions, reducing electricity consumption, and replacing high-carbon physical products by their virtual equivalents

### Enriching our People

100%



Of employees received career development reviews

15%



Growth in total employees

42%



Of workforce are youth aged 18-30 years

0



Fatalities or injuries for employees or contractors

### Creating Vibrant Environments our People

+12.5%



Footfall (FY2022 over FY2021)

84%



Visitors' satisfaction

+14%



No. of followers & subscribers (twitter, Instagram, facebook)

92%



Employee satisfaction

22%



Increase in female staff

76.5%



Nationalization rate

2,800



Hours of health and safety training

SAR 10.1 MN



Donated to sponsorships and community projects

96.1%



Of spending on local suppliers

SAR 10.1 MN



Spend with local suppliers

# Thank you

## Contacts

Investor Relations Department

Email: [ir.centers@cenomi.com](mailto:ir.centers@cenomi.com)

Tel: +966 (11) 825 2080

For more information, visit  
[ir.cenomicenters.com](http://ir.cenomicenters.com)