

NAKHEEL DAMMAM MALL BECOMES WESTFIELD DAMMAM

- *First shopping center owned and operated by Cenomi Centers to be rebranded Westfield as part of strategic partnership with Unibail-Rodamco-Westfield.*
- *Operating since 2019, and rebranded on 1 December 2025, Westfield Dammam, a leading retail and leisure destination in the Kingdom of Saudi Arabia, will feature enhanced customer experience and new upcoming retail, F&B, and entertainment brands.*

Dammam, Saudi Arabia, 2 December 2025: Cenomi Centers, the leading owner, operator and developer of contemporary lifestyle and retail destinations in Saudi Arabia, today announced the official rebranding of its Nakheel Dammam Mall to Westfield Dammam – strengthening the centre's position as a leading retail and leisure destination in the Kingdom, home to 292 stores and over 58,000 square meters of gross leasable area.

The rebranding will significantly enhance the end-to-end customer experience, building on an already market-leading international standard of shopping, dining, and entertainment. The rebranding is also expected to attract numerous international brands to enter Westfield Dammam or the Eastern Province for the first time over the coming months. Cenomi Centers has already seen an enthusiastic response from current and prospective tenants, with strong upward momentum on lease renewals and notable excitement amongst its Dammam customer base.

This marks the first asset in Cenomi Centers' portfolio to carry the iconic Westfield brand, following the strategic franchising partnership signed in May this year with Unibail-Rodamco-Westfield (URW) – the leading global owner and operator of Westfield shopping centres.

Under the partnership, Cenomi Centers has secured exclusive rights to the Westfield brand in the Kingdom while also granting Cenomi Centers access to URW's global network, expertise and best-in-class operational capabilities, from leasing and marketing to retail media, to create next-generation retail and lifestyle experiences in Saudi Arabia.

Alison Rehill-Erguven, CEO, Cenomi Centers, said: "We are incredibly proud to unveil Westfield Dammam, the first of our destinations to carry the globally recognized Westfield name. This milestone represents the beginning of an exciting new era for retail in Saudi Arabia, as we bring the very best international brands and experiences to our customers. Together with Unibail-Rodamco-Westfield, we will set new standards for shopping and leisure, in line with the Kingdom's Vision 2030 ambitions."



Anne-Sophie Sancerre, Chief Customer and Retail Officer, URW, said: "Vibrant, unique customer experiences are at the heart of the Westfield brand, and we are excited to work with Cenomi Centers to bring that to shoppers in Saudi Arabia while supporting the Kingdom's broader Vision 2030 ambitions. Together with Cenomi, we look forward to creating next-generation destinations that resonate deeply with Saudi customers while expanding the platform of Westfield-branded centers for retailers and brands globally."

The rebranding of Nakheel Dammam is the first in a series of planned transformations across Cenomi Centers' portfolio. In 2026, the company will launch two additional Westfield-branded flagship destinations – Westfield Jeddah and Westfield Riyadh – each designed to combine striking architecture with best-in-class retail brands.

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About Cenomi Centers:

Cenomi Centers is the leading owner, operator and developer of contemporary lifestyle centers in Saudi Arabia. For over two decades, the company has provided customers with a complete range of high-quality lifestyle centers up to international standards, located in the most attractive areas of the country to satisfy all shopping needs and market requirements.

Today, Cenomi Centers has a portfolio of 20 assets, with more than 4,200 stores strategically located in 9 major Saudi cities. The Company's developments include several iconic lifestyle centers, such as Mall of Arabia Jeddah and Nakheel Mall Riyadh, a consumer favorite in Riyadh. With a total GLA of almost 1.3 million square meters, the company's malls provide Saudi shoppers with their preferred point of access to the full range of international, regional and local retail brands.

For more information about Cenomi Centers, please visit www.cenomicenters.com.

About URW

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 66 shopping centres in 11 countries, including 40 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €1.9 Bn development pipeline of mainly mixed-use assets. Its €49 Bn portfolio is 88% in retail, 5% in offices, 6% in convention and exhibition venues, and 2% in services (as at June 30, 2025).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places plan, which strives



to make a positive environmental, social and economic impact on the cities and communities where URW operates. URW's stapled shares are listed on Euronext Paris (Ticker: URW).

The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's. For more information, please visit www.urw.com