

Nomination: 8986

Cenomi Centers

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Cenomi centers  [REDACTED] [REDACTED]
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Cenomi Centers
<b>Category</b> A01 - A31 Employer of the Year > A26 - Employer of the Year - Real Estate
<b>Employer of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> <p>Cenomi Centers is the leading owner, developer and operator of lifestyle shopping malls in Saudi Arabia and is transforming the consumer experience in the Kingdom We provide Saudi consumers with access to an increasing range of their favorite premium international, regional and local retail brands Driven by rich market data and insights supported by AI, we are continually enhancing our offerings by introducing unique lifestyle concepts, and exciting integrated dining, entertainment and leisure options.</p> <p>Founded in 2002 as Arabian Centers, the company has demonstrated a strong record of commitment and execution to serve our customers, developing and opening new mall facilities regularly to establish ourselves as the Kingdom's leading company in our sector. In 2019, we became the largest listed mall operator in Saudi Arabia. More recently, we have been sharply focused on preparing the company for the next phase of growth, underpinning our market leadership position and delivering future shareholder value, while contributing to the realization of the Kingdom of Saudi Arabia's Vision 2030. In late 2022, the company was [REDACTED] Cenomi Centers and, with a refreshed vision, embarked on a focused five-year strategy to guide our transformation and deliver our ambitious goals</p>
<b>b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required</b> <p>Cenomi Centers has implemented a comprehensive HR strategy to elevate employee relations, strengthen governance, and foster a culture of trust, fairness, and engagement.</p> <p>Key achievements include:</p> <ul style="list-style-type: none"><li>- Total Rewards Transformation &amp; EVP Activation: We redesigned our grading and pay structures to ensure equity, transparency, and competitiveness. This was aligned with the launch of our Employee Value Proposition (EVP), reinforcing our promise to offer more than a job by enabling growth and recognition.</li><li>- Policy &amp; Governance: All HR policies were rewritten, digitized, and consolidated into a new Employee Handbook with formal acknowledgment from employees. We also introduced a company-wide Code of Conduct.</li><li>- Job Clarity &amp; Role Ownership: Updated job descriptions were issued to all employees, ensuring accountability and alignment with business goals.</li><li>- Employee Engagement: We achieved a record 81% participation in our engagement survey, with a score of 8.2 [REDACTED] above the Saudi average of 7.4 [REDACTED] lighting high trust, well-being, and advocacy.</li><li>- Restructuring with Care: Business units were restructured strategically, with transparency and compassion, meeting cost objectives while sustaining morale.</li><li>- Well-being: A Year-Round Wellness Calendar was launched, promoting mental and physical health, alongside enhanced program accessibility.</li><li>- Digital Enablement: A revamped intranet and our new Cenomi One mobile app offer streamlined access to HR services and self-service tools.</li><li>- Talent Management: We launched an annual training calendar, revamped our performance management system, and introduced talent assessments to support internal mobility and external hiring.</li></ul>

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

Cenomi Centers' achievements in employee relations are both unique and transformational within Saudi Arabia's retail real estate sector, where HR practices are often fragmented, reactive, or secondary to business priorities. What distinguishes our journey is a proactive, employee-centric strategy anchored in governance, transparency, and digital enablement designed to drive both cultural and business impact.

[REDACTED] have embedded strong governance practices, including signed job descriptions, formal handbook acknowledgments, and a universally adopted Code of Conduct establishing clarity, consistency, and accountability across the organization.

In 2024, we conducted a comprehensive engagement survey, achieving 81% participation and a score of 8.2 [REDACTED] above the national benchmark of 7.4. That year, revenue per employee increased [REDACTED] reflecting stronger productivity and workforce effectiveness.

Building on that momentum, our 2025 Total Rewards transformation aligned over 500 roles to principles of fairness, equity, and competitiveness a [REDACTED] initiative rarely executed end-to-end in our industry. This significantly improved employee experience and contributed to a sharp drop in voluntary turnover f [REDACTED] 025.

In recognition of these achievements, Cenomi was officially certified as a Top Employer in 2025, achieving a score of 91%, surpassing the global benchmark of 85% (from 2,400+ organizations). This milestone reflects the maturity, integration, and measurable impact of our HR strategy.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

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**Webpage Link**

**Would you like to add an additional webpage link?**

No

[REDACTED FOR PUBLICATION]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Would you like to add an additional supporting document?**

Yes

[REDACTED]

**Would you like to add an additional supporting document?**

Yes

[REDACTED FOR PUBLICATION]

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