



Cenomi Centers announced as the main partner of the Esports World Cup 2025

- Partnership will bring immersive, youth-focused retail and entertainment experiences to the world's biggest esports tournament
- Hosted annually in Riyadh, the Esports World Cup draws global audiences, elite international teams and a new generation of fans to celebrate competitive gaming
- Partnership aligns with Vision 2030 by promoting innovation, cultural engagement and Saudi Arabia's position as a global gaming hub

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Riyadh, Kingdom of Saudi Arabia, 16 July 2025 – [Cenomi Centers](#), the leading owner, operator and developer of contemporary lifestyle destinations in Saudi Arabia, has announced its partnership with the Esports World Cup, the largest global esports and gaming event, set to return to Riyadh, Saudi Arabia, this summer. The agreement, secured as part of a broader partnership, reflects Cenomi Centers' commitment to reshaping their customer experience through innovation, digital engagement, and youth-centric cultural investment.

Hosted annually in Riyadh, the Esports World Cup is a flagship initiative under Saudi Arabia's Vision 2030, drawing global audiences, elite international teams and a new generation of fans to celebrate competitive gaming at the highest level. As a main partner, Cenomi will be integrated across the tournament with immersive on-the-ground experiences that fuse technology, entertainment and modern retail, positioning its lifestyle centers at the heart of one of the Kingdom's most anticipated cultural moments.

As part of its involvement, Cenomi will launch a suite of branded activations at the Esports World Cup designed to deepen engagement with Saudi Arabia's young, connected population. This includes an Esports World Cup Gaming Experience at Nakheel Mall Riyadh, where EWC branding will be featured throughout the mall. The activation aligns with Cenomi's broader strategy to lead the transformation of retail into an integrated entertainment and culture-driven experience. The company is already incorporating world-class entertainment

infrastructure at flagship centers like Jawharat Jeddah, opening later this year and featuring dynamic zones for live performances, interactive installations, and tech-led consumer journeys.

Alison Rehill-Erguven, CEO, Cenomi Centers, said: “Cenomi Centers is thrilled to partner with the Esports World Cup 2025 – an event that reflects the energy, ambition and youth-centric culture driving the Saudi economy forward. This partnership demonstrates our commitment to bringing innovative, experiential retail to bold new heights. We look forward to working with the Esports World Cup Foundation to put on a world-class tournament.”

Mohammed Al Nimer, Chief Commercial Officer at the Esports World Cup Foundation said: “We’re proud to partner with Cenomi Centers as a main partner of the Esports World Cup 2025. Their strong presence across the Kingdom and focus on youth engagement make them an ideal partner to help us extend the EWC experience beyond the venue. This partnership is about making esports more accessible, more visible, and firmly embedded in mainstream culture.”

Now in its second year, the Esports World Cup, organized and hosted by the Esports World Cup Foundation, runs over seven weeks of elite competitions, fan events and cultural activations. It features tournaments in globally popular video games such as League of Legends, Dota 2, Counter-Strike 2, PUBG Mobile, Call of Duty and Mobile Legends: Bang Bang, among others. With a prize pool exceeding \$70 million, the Esports World Cup has positioned Saudi Arabia as a global hub for esports and digital entertainment

By aligning with the Esports World Cup, Cenomi Centers reinforces its dedication to Vision 2030, empowering the Kingdom as a leader in tourism, entertainment and culture.

Returning to Riyadh, Saudi Arabia, from July 7 to August 24, 2025, the Esports World Cup will unite global gaming communities for a celebration of esports culture. With 25 tournaments across 24 games, 2,000 elite players, and 200 Clubs from over 100 countries, the EWC will feature the largest prize pool in esports history, over \$70 million. Fans can expect exclusive experiences, from high-stakes competition to live music, anime cafes, retro arcades, cosplay, and more, drawing millions of fans online and in person.

To learn more about EWC, visit esportsworldcup.com and follow Esports World Cup Foundation on LinkedIn.

ENDS

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 21 assets, with more than 4,200 stores strategically located in 10 major Saudi cities. The Company’s developments include several iconic lifestyle centers, such as Mall of Arabia Jeddah and Nakheel Mall Riyadh, a consumer favourite in Riyadh. With a total GLA of nearly 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 The Esports World Cup

The Esports World Cup (EWC) is a premier annual sporting event and global celebration of competitive excellence and esports fandom. The competition features a unique cross-game

format that pits the world's top esports clubs against one another for the largest prize pool in esports history. Returning to Riyadh, Saudi Arabia, in the summer of 2025, the EWC will bring gaming and esports communities together again to crown the next Esports World Cup Club Champion. esportsworldcup.com

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