

IREM[®] UAE CHAPTER PARTNERS WITH CENOMI CENTERS AS FOUNDING PARTNER TO ELEVATE REAL ESTATE MANAGEMENT STANDARDS IN THE REGION

Riyadh, Saudi Arabia, 20 February 2025: The UAE Chapter of IREM (Institute of Real Estate Management) proudly announces Cenomi Centers, the leading owner, operator and developer of contemporary lifestyle centers in Saudi Arabia, as its Chapter Founding Partner. This strategic collaboration underscores a shared commitment to advancing real estate management standards, fostering innovation, and creating unparalleled community experiences in the region.

IREM, a globally recognized leader in real estate management education and certification, has been at the forefront of advancing the profession for over 90 years. With the recent establishment of its UAE Chapter, the organization is set to drive thought leadership and best practices tailored to the dynamic MENA market.

As a Founding Partner, Cenomi Centers brings its expertise in enhancing lifestyles and shopping experiences through vibrant community development. Renowned for its visionary approach to creating superior consumer and retail spaces, Cenomi Centers aligns with IREM's purpose of fostering sustainable growth, operational excellence, and innovation in real estate management. As part of this program, Cenomi Centers emerges as the first entity in KSA to host an IREM accredited certification program- the Accredited Commercial Manager (ACoM[®]) certification.

The partnership aims to leverage Cenomi Centers' leadership in retail and IREM's legacy of education and professional development to deliver impactful initiatives. These will include workshops, certifications, and knowledge-sharing events that empower professionals across commercial, mixed-use, and retail property management sectors.

IREM UAE Chapter President, **Muhammad Jawad, CPM[®], MRICS** remarked: "This partnership with Cenomi Centers exemplifies how aligning with visionary organizations can elevate our mission to professionalize real estate management and contribute to vibrant, sustainable communities worldwide".

Cenomi Centers CEO, **Alison Rehill-Erguven**, said: "Cenomi Centers is thrilled to serve as a Founding Partner for IREM as it expands its work in the Middle East. As the first firm in Saudi Arabia to have IREM-accredited commercial managers and as a leading retail real estate

operator in the region, we are ready to exchange best practices and combine resources to the benefit of all IREM members.”

“We’re thrilled to partner with Cenomi Centers in the Middle East,” says **IREM CEO/ Executive Vice President Zack Wahlquist, FASAE, CAE, RCE**. “The recent launch of IREM’s chapter in the UAE reflects the dynamic growth in the region. Cenomi Centers’ leadership in community development aligns with IREM’s mission to advance real estate management standards globally.”

Through this collaboration, the UAE Chapter and Cenomi Centers aim to unlock transformative opportunities, combining the expertise of industry leaders with cutting-edge insights into the evolving needs of property management.

About IREM UAE Chapter

IREM UAE Chapter (“Chapter”) was chartered in October 2024 to represent the needs of and provide services to professional property managers in the UAE. The chapter is the local representation for IREM, an international institute for property and asset managers, providing complete knowledge to take on real estate management’s most dynamic challenges.

For more than 90 years, IREM members have made it the world’s strongest voice for all things real estate management. Almost 20,000 leaders in commercial and residential management call this home for education, support and networking. Our CPM[®], ARM[®], ACoM[®], and AMO[®] certifications are internationally recognized symbols of ethical leadership and a well-managed property. And our tools deliver decades of on-the-job know-how to help members get even better at what they do. Put simply – IREM and its members are here to elevate the profession. If you know real estate management, come get to know us. irem.org.

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 22 assets, with more than 4,500 stores strategically located in 10 major Saudi cities. The Company’s developments include several iconic lifestyle centers, such as Mall of Arabia Jeddah, Mall of Dhahran, and Nakheel Mall Riyadh, a consumers' favorite in Riyadh. With a total GLA of nearly 1.4 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.