

Lulu Retail Further Expands Footprint in the Kingdom of Saudi Arabia with Opening of New Al Fakhriyah Store in Dammam

- New Al Fakhriyah store now open in Dammam, further strengthening Lulu Retail's presence in the Kingdom of Saudi Arabia ("KSA"), with Lulu now operating a total of 57 stores across the country
- The new Al Fakhriyah store follows the opening of 12 new stores in the 9M 2024 period and a further six stores opened post-period end, taking Lulu's total stores to 247

Abu Dhabi, UAE – 28 November 2024: Lulu Retail ("Lulu" or the "Company"), the largest and fastest growing pan-GCC full line retailer, today announces the opening of its new Al Fakhriyah store in Dammam, in the Kingdom of Saudi Arabia. The Al Fakhriyah store is Lulu's 57th store in the Kingdom of Saudi Arabia, with the Company remaining on track to open over ten stores in the country during 2024 and further store openings planned in 2025.

The new 20,000 sq.ft. Al Fakhriyah store offers a comprehensive range of products across multiple categories, including groceries, fresh produce and bakery items along with health and beauty and home furnishings.

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About Lulu Retail:

Founded in 1974, Lulu Retail, together with its subsidiaries, is the largest pan-GCC full-line retailer by selling space, sales and number of stores, operating 247 hypermarket, express and mini-market stores across the six GCC countries. The Group also operates a growing e-commerce presence through its mobile app, webstore and partner channels. To serve more than 600,000 shoppers from 130 nationalities every day, the Group sources products from 85 countries, enabled by an on-the-ground sourcing presence in 19 countries. The Group's strong brand recognition and trust among consumers in the GCC is enabling the growth of its existing stores, expansion of its store network and elevated loyalty across its customer base.

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