



## **Lulu Retail Appoints BHM Capital as a Liquidity Provider on ADX**

Liquidity Provider will help enhance the tradability of Lulu Retail's shares supporting greater price stability and increased trading volumes

**Abu Dhabi, UAE, 14 November 2024:** Lulu Retail Holdings PLC ("Lulu Retail", or "Lulu", or the "Company", and together with its subsidiaries, the "Group"), the largest and fastest growing pan-GCC full-line retailer, has appointed BHM Capital Financial Services PSC ("BHM Capital") as a Liquidity Provider for its shares listing on the Abu Dhabi Securities Exchange ("ADX") today.

The appointment of a Liquidity Provider will help enhance the tradability of Lulu Retail's shares by providing greater price stability and ensuring adequate trading volumes at any given price level. Improved liquidity will also assist in increasing the attractiveness of Lulu Retail's shares with a wider investor base whilst enabling more trading flexibility for shareholders.

**Ends**

### **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 more than 240 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. [www.luluretail.com](http://www.luluretail.com)

### **INVESTOR / ANALYST ENQUIRIES**

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