

PRESS RELEASE

LABELVIE ACCELERATES SUPECO'S DEVELOPMENT AS PART OF ITS VISION 2028 STRATEGY

Casablanca, 18/03/2025 - LabelVie, a leading multi-format retail operator in Morocco is pleased to announce the opening of 9 additional Supeco stores in 2025 following the successful launch of 61 new stores in 2024, bringing its network to 89 stores. This sustained growth is fully aligned with the Group's **VISION 2028** strategic plan, which aims to accelerate its multi-format, omnichannel, and multi-market expansion.

Launched in 2023, the Supeco format introduces a hybrid concept via a combination of traditional supermarket, discount and a cash & carry. Located in high-density urban neighborhoods, this format aims to bring lower prices to consumers via a wide range of affordable products.

CEO Naoual Benamar commented "After carefully assessing Morocco's food retail landscape over several years, LabelVie launched this innovative format in 2023. Since then, we have been thrilled with the consumer reception, with Supeco consistently meeting and exceeding our financial targets. Building on this success, we are stepping up the pace. In 2025, we plan to open 80 new stores to strengthen our presence and provide customers with an even more affordable shopping experience"

Key highlights of the Supeco format:

- * Store size under 200m² in high-density neighborhoods
- * Consumer low price promise
- * Assortment of 1500 SKUs
- * Ultra-low distribution costs
- * Highly industrialized and automated model
- * Cluster-based store openings



LabelVie Supeco store, Casablanca, Morocco

ABOUT LABELVIE GROUP

Established in 1986 by Moroccan entrepreneurs, LabelVie Group is a leading player in Morocco's modern grocery retail sector, operating across multiple store formats, including Carrefour, Carrefour Market, Carrefour Express, Atacadao, and Supeco. The Group has a nationwide footprint, with 279 stores spanning 33 cities. Listed on the Casablanca Stock Exchange, LabelVie Group is one of Morocco's largest private employers, with a workforce of over 9000 employees, some of whom have recently become employee-shareholders. As a responsible corporate entity, the Group integrates Environmental, Social, and Governance (ESG) principles into its operations, ensuring long-term value creation for stakeholders. For more information: www.labelvie.ma