

STOCK RELEASE

CASABLANCA WELCOMES THE NEW CARREFOUR ALMAZ HYPERMARKET AT SELA PARK



Casablanca welcomes a new Carrefour hypermarket with the opening of Carrefour Almaz, located within Sela Park and developed by Aradei Capital (the listed REIT in which LabelVie holds a 34% stake).

This opening is fully aligned with LabelVie's **Vision 2028** strategy, which targets a disciplined expansion of its large-format network across high-growth catchment areas, particularly those spanning Bouskoura, Dar Bouazza and the El Jadida road axis.

A customer experience redesigned around quality, freshness and operational efficiency :

With a total selling area of **6,802 sqm**, Carrefour Almaz offers an optimized store layout structured to enhance the visibility of fresh categories, a key driver of footfall in food retail, while streamlining the shopping journey.

At the heart of the hypermarket, the market hall features:

- * Daily-replenished fruit & vegetable stands,
- * A fishmonger and butcher counter ensuring continuous product freshness,
- * An artisanal bakery-pastry area with on-site production throughout the day.



The store's commercial proposition is supported by a targeted promotional plan, reinforcing LabelVie's strong value-for-money brand.

A comprehensive non-food offer to strengthen the format's contribution :

The hypermarket incorporates an extensive non-food universe, which includes:

- * Home appliances and high-tech equipment,
- * Home, décor and lifestyle categories,
- * A textile offer for adults and children,



Non-food remains an important lever for basket uplift and format differentiation, positioning Carrefour Almaz as a modern one-stop destination for nearby communities.

A new economic anchor for Casablanca :

The opening of Carrefour Almaz has created **250 direct jobs** and **200 indirect jobs**, reinforcing LabelVie's role as a committed contributor to Morocco's local and regional economic development.

Hypermarket network expansion and performance outlook :

With this opening, the Group now operates **14 Carrefour hypermarkets** in Morocco, representing **24 %** of H1 25 sales.

This expansion fits into the Group's **Vision 2028** network roadmap, which foresees a sustained pace of new hypermarket launches, as well as selective refurbishments, and continuous improvement of the customer promise across all large-format banners.

Recent trading trends across LabelVie's hypermarket base have been particularly strong, with the format recording a **+10.8%** year-on-year revenue growth in Q3 2025. This performance reflects the successful execution of the Group's commercial and operational levers, further strengthening the contribution of the large-format segment to overall topline momentum.

ABOUT LABELVIE GROUP

Founded in 1985, Groupe LabelVie is one of Morocco's leading retail operators. The Group operates multiple banners—including Carrefour, Carrefour Market, Supeco and Atacadão—and is committed to delivering quality products at competitive prices while ensuring an excellent customer experience. More information: www.labelvie.ma