

## STOCK RELEASE

**ATACADÃO MARKS A MAJOR MILESTONE WITH THE OPENING OF ITS FIRST STORE IN THE SOUTHERN PROVINCES, IN LAÂYOUNE, AND INAUGURATES A NEW SITE IN GUELMIM**

Atacadão announces the opening of two new stores in the southern regions, in Laâyoune and Guelmim, marking a major milestone in the development of its network in Morocco and reaffirming its commitment to supporting the economic dynamism of local territories.

### **Laâyoune: a historic opening and Atacadão's first establishment in the Southern Provinces**



Atacadão announces the opening of its first store in Morocco's Southern Provinces, located in Laâyoune. A significant milestone that marks the format's expansion into the southern region of the country.

This opening reflects Atacadão's ambition to continue expanding across the Kingdom by offering a broad product assortment at accessible prices, while contributing to local economic development.

Located in Laâyoune, the store spans a total surface area of **30,000 sqm**, including **4,416 sqm** of sales space, and features a 311-space parking lot. The project required an investment of **120 million dirhams** and resulted in the creation of **120 direct jobs** and **100 indirect jobs**.

Mr. Hicham Yacoubi, Deputy General Manager of Atacadão, stated:

*"At this symbolic moment for our country, we are proud to support the economic development of the Southern Provinces by bringing our offering closer to the people of Laâyoune and its surrounding areas. True to its commitment, Atacadão offers the same products at the same prices throughout Morocco, benefiting both professionals (BtB) and individuals (BtC), helping strengthen purchasing power and contributing proactively to the national dynamic of regional development."*

## Guelmim: a new opening that further strengthens the brand's regional footprint



Atacadão continues its expansion in the southern regions and announces the opening of its new store in Guelmim, marking another step forward in the development of its network in Morocco and in its strategy of proximity to local territories.

Built on a total surface area of **21,730 sqm**, the new site includes **3,745 sqm** of sales area, a **1,364 sqm** storage zone, and a parking lot with 202 spaces. A **1,700 sqm** service station will also be added in the near future.

This project required an investment of **100 million dirhams** and led to the creation of **100 direct** and **100 indirect** jobs, thereby contributing to the region's economic dynamism.

This new opening comes just a few days after the inauguration of Atacadão's first store in the Southern Provinces, in Laâyoune, further strengthening the brand's presence in southern Morocco and its commitment to supporting the growth and economic vitality of local regions.

### The Atacadão Concept: A Model Designed to Support Purchasing Power

Atacadão's cash & carry model is built on a simple principle: offering quality products, self-service, at some of the lowest prices on the market, accessible to both professionals (BtB) and individual consumers (BtC).

This concept provides:

- ▶ a wide range of products tailored to the needs of retailers, cafés, restaurants, hotels, and families;
- ▶ flexibility to purchase items individually or in bulk, helping everyone optimize their spending;
- ▶ decreasing prices based on quantities purchased, an essential advantage for professionals (BtB);
- ▶ consistently low prices nationwide, without passing on logistics surcharges, including in remote regions.

Through this model, Atacadão strengthens consumers' purchasing power by making quality products available at competitive prices, while supporting local economic activity.



### Atacadão network expansion and performance

With this opening, the Group now operates **22 Atacadão** stores nationwide, representing **39%** of the Group's sales in H1 2025.

Atacadão is now a key player in Morocco's retail landscape. The format offers a diversified assortment of more than **7,000 SKUs** across a total sales area exceeding **70,000 sqm**. It is also a trusted partner for over **25,000 grocers** across the country, helping energize local commerce and support the purchasing power of Moroccan households.

As one of the formats with the highest growth potential under the Vision 2028 strategy, Atacadão continues to expand at a robust pace. After a record 6 openings in 2024, the dynamic continues in 2025 with **4 new stores** planned, 3 of which are already operational.

Atacadão's recent commercial performance confirms the strong appeal of the banner across all regions. The format delivered an impressive **+21.6%** year-on-year revenue increase in Q3 2025, at profit margins broadly in line with the Group average, reflecting its ability to rapidly build traction in every new catchment area.

### 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](http://www.labelvie.ma)