

**After Guelmim and Laâyoune, Atacadão opens in Ouarzazate and strengthens its footprint in Southern Morocco**



Ouarzazate, December 19, 2025 – Atacadão continues its expansion in Morocco's southern provinces with the opening of a new store in Ouarzazate, marking a further step in the development of its national network and the reinforcement of its proximity strategy in the regions.

Built on a total area of **34,140 sqm**, the new site includes a **4,413 sqm** sales area, a **1,000 sqm** storage space, and a 232-space parking facility. The project represents an investment of **MAD 76 million** and has created **100 direct jobs** and **100 indirect jobs**, contributing to the economic momentum of the region.

This new opening comes just a few weeks after the launch of Atacadão's first stores in Laâyoune and Guelmim, further consolidating the brand's presence in Southern Morocco and reaffirming its commitment to supporting regional economic growth and development.

### **The Cash & Carry model: a broad and accessible offering for all**

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 **23 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** already inaugurated.

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)