

STOCK RELEASE

CARREFOUR LABELVIE ANNOUNCES THE OPENING OF A NEW HYPERMARKET IN ZENATA



Casablanca, December 24, 2025 – LabelVie Group announces the opening of Carrefour Zenata, a new hypermarket strengthening the brand's footprint in Casablanca. This strategic opening follows the remodeling of the Sidi Maârouf hypermarket and the inauguration of the Almaz and Ain Sebaâ stores, further consolidating LabelVie Group's presence in Morocco's economic capital.

The opening of Carrefour Zenata is part of the Group's **Vision 2028**, aimed at supporting the development of rapidly expanding urban areas.

A shopping experience focused on freshness and quality

With a **4,200 sqm** sales area and 234 parking spaces, Carrefour LabelVie Zenata offers an immersive customer journey designed to facilitate everyday shopping while highlighting fresh products. The store features a central market area showcasing:

- ▶ fresh fruit and vegetables, carefully selected and replenished daily,
- ▶ a fishmonger and butcher ensuring a continuous supply of fresh products,
- ▶ an artisanal bakery and pastry section offering on-site preparations throughout the day.

The hypermarket also complements its offer with regular promotional campaigns, making quality products accessible to a wide customer base.



A comprehensive non-food offering for the whole family

Carrefour LabelVie Zenata also includes a diversified non-food area, featuring:

- ▶ home appliances and consumer electronics,
- ▶ dedicated spaces for home, decoration and lifestyle products,
- ▶ a textile offering for adults and children.

With this comprehensive concept, Carrefour LabelVie Zenata positions itself as a true living space, combining modernity, comfort and proximity in the service of its customers.

A driver of economic development in Zenata

This opening has generated **210 direct jobs** and **190 indirect jobs**, reaffirming LabelVie Group's role as a committed contributor to local economic development.

Expansion of the hypermarket network

With this opening, LabelVie now operates **16 Carrefour hypermarkets** in Morocco, representing **24%** of Group sales in the first half of 2025. This expansion aligns with the Group's **Vision 2028**, which provides a sustained pace of hypermarket openings, alongside targeted renovations and continuous enhancement of the customer value proposition across large-format stores.

Recent trends for LabelVie's hypermarkets have been particularly robust, with the format recording **+10.8%** year-on-year sales growth in Q3 2025. This performance reflects the effective deployment of the Group's commercial and operational levers, further strengthening the contribution of large-format stores to overall revenue growth.

About LabelVie Group

Founded in 1985, LabelVie Group is one of the leading food retailers in Morocco. It operates several banners, including Carrefour, Carrefour Market, Supeco and Atacadão, with a mission to offer quality products at competitive prices while delivering a consistently high-standard customer experience.

For more information: www.labelvie.ma