

Khénifra joins the Atacadão network,  
now reaching 24 stores in Morocco



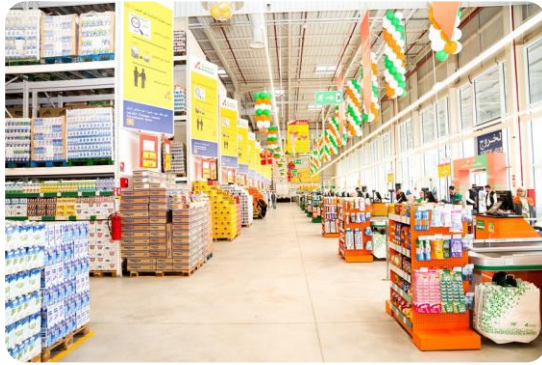
Khénifra, April 02, 2026 – Atacadão continues its territorial expansion with the opening of a new store in Khénifra. This new location brings the total number of Atacadão stores in Morocco to 24, confirming the strong pace of the format’s rollout across the country.

Built on a cash & carry model serving both professionals and individual customers, Atacadão continues to strengthen its regional footprint by bringing its offering closer to a growing customer base.

The site spans a total area of **30,000 sqm** and includes a **6,294 sqm** building, of which **3,600 sqm** is dedicated to retail space. It also features an 875 sqm service station and a 128-space parking area. The project represents a total investment of **MAD 72 million** and has created 100 direct and 100 indirect jobs.

*«The opening in Khénifra reflects our strategy to expand into high-potential areas, leveraging a format capable of quickly generating traffic and effectively serving both professional and individual customers,»* said **Hicham Yacoubi, Deputy CEO of Atacadão.**

Through its cash & carry model, Atacadão offers a flexible proposition, allowing both unit and bulk purchases, and addressing the needs of retailers, food service operators and households.



With this opening, the Group now operates **24 Atacadão stores** across **23 cities** in Morocco. The format accounted for **39%** of Group sales as of December 2025, highlighting its strategic role within LabelVie's development model. It delivered **+17%** revenue growth in 2025, reflecting strong commercial momentum and the rapid ramp-up of newly opened stores, supported by a competitive pricing positioning and a value proposition tailored to professionals.

As part of the **Vision 2028** strategy, Atacadão is one of the Group's key growth drivers, with significant expansion potential nationwide. The brand offers more than **7,000 SKUs** and operates a total retail surface exceeding **100,000 sqm**, while serving over **25,000** independent retailers across the country.

### **About LabelVie Group**

Founded in 1985, LabelVie is one of the leading retail groups in Morocco. The Group operates multiple formats, including Carrefour, Carrefour Market, Supeco and Atacadão, providing a comprehensive offering across all consumption needs.

For more information: [www.labelvie.ma](http://www.labelvie.ma)

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