

Labelvie Group Marks 40 Years With Strong Trading Momentum

Casablanca, 21 July 2026 – Like-for-like sales up +7.1% over the five months to May 2026, with May like-for-like growth of +16.2% as customers responded to the Group's 40th anniversary celebrations.

As it celebrates 40 years since its founding in 1986, LabelVie Group – Morocco's leading multi-format grocery retailer and operator of the Carrefour, Carrefour Market, Carrefour Express, Atacadão and Supeco brands – today reported strong trading through the opening months of 2026, capped by an exceptional May, as a nationwide programme of 40th anniversary celebrations drew customers into stores across the country.

STRONG TRADING MOMENTUM

- › Q1'2026 retail revenue up +16.4% year-on-year to MAD 4,709 million (Q1'2025: MAD 4,046 million)
- › Like-for-like retail sales increased by 4.1% in Q1 2026, 7.0% in April and 16.2% in May, bringing growth to 7.1% for the first five months of 2026.
- › 60 new stores opened in the five months to May 2026 representing approximately 14,500 sqm of additional selling space – a marked acceleration on the same period last year

Retail revenue rose **+16.4% year on year in the first quarter of 2026, reaching MAD 4,709 million**, up from MAD 4,046 million a year earlier. Like-for-like retail sales grew +4.1% over the quarter and **+7.1% over the five months to May 2026**, driven by greater customer footfall across all formats on a like-for-like basis.

Expansion accelerated, with **60 new stores** opened in the five months to May 2026, representing approximately **14,500 sqm of additional selling space** and running well ahead of the comparable period a year earlier. Notably, the Group opened an **Atacadão store in Khénifra during the first quarter**, a departure from its usual pattern of opening its large formats (hypermarkets and Atacadão) in the fourth quarter, bringing sales contribution forward in the year. It also opened **5 new Carrefour Express stores** during the period, already surpassing the 3 opened in the whole of 2025.

May stood out, with **like-for-like sales up 16.2%**, driven by record customer traffic during the Group's 40th anniversary programme and the continued ramp-up of recently opened stores, while remaining consistent with the Group's expected full-year margin trajectory.

Trading figures are unaudited operating indicators. Like-for-like sales exclude the contribution of stores opened or closed during the comparison period.



"Our trading in the first months of 2026, and an outstanding May, reflect the strength of our multi-format model and the loyalty of our customers. Seeing Moroccan families celebrate our 40th anniversary in our stores has been a source of real pride. We mark four decades of LabelVie while remaining firmly focused on the future – delivering value to households every day and executing our Vision 2028 roadmap with discipline." – Naoual Ben Amar, Chief Executive Officer

OUTLOOK

LabelVie reaffirms its Vision 2028 ambition to reach revenue of around MAD 28 billion while maintaining its profitability, targeting an EBITDA margin of approximately 9.3%, supported by continued expansion across all five formats.

About LabelVie Group

Founded in 1986 by Moroccan entrepreneurs, LabelVie Group is today the leading multi-format grocery retailer in Morocco. The Group operates the Carrefour, Carrefour Market, Carrefour Express, Atacadão and Supeco brands through a network of 471 stores as at 31 May 2026. Listed on the Casablanca Stock Exchange [ticker: Lbv], LabelVie Group is one of the largest private-sector employers in Morocco, with more than 10,000 employees, some of whom have recently become employee shareholders. As a committed economic player, the Group pursues its corporate social responsibility strategy through dedicated Social, Environmental and Governance initiatives. For more information: www.labelvie.ma

Investor Relations contact

Soufiane DADA
invest@labelvie.ma