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LULU OPENS NEW HYPERMARKET IN RIYADH

New Store reflects millennial trends in demand for healthy food and variety

RIYADH, SAUDI ARABIA – 13th December 2021: As part of the global expansion initiatives of LuLu Group, the top retailer in the MENA region opened its latest LuLu Hypermarket in Riyadh. The 24th Lulu Hypermarket in was officially inaugurated by Adnan M. Al-Sharqi, Deputy - Ministry of Investment Saudi Arabia (MISA), in the presence of Majed M. Alghanim, H.E. Ausaf Sayeed, Indian Ambassador to the Kingdom of Saudi Arabia, Yusuff Ali M.A., Chairman of LuLu Group and other officials.

Located on Ali Ibn Abi Talib Branch Road in Riaydh, the Hypermarket has a total built-up area of 150,000 sq. feet is home to a wide variety of globally sourced products, such as food, fashion, and lifestyle, from grocery essentials to fresh food, health and beauty variety, home needs, gadgets, and much more. Its product range is backed up by the Group's own food sourcing and manufacturing facilities across 22 countries, which ensures well-stocked warehouses and uninterrupted food supply at the most competitive prices.

"As Saudi Arabia is set to grow and diversify its economy for Vision 2030, we will continue to be put our expansion plans and business investments afoot for creating business and trade synergy across the country. Highest gratitude to the visionary leadership for continuous growth and long-term reforms", said Yusuff Ali.

"We are proud of the way LuLu has grown its store dynamics to reflect the millennial customer's wants. Today, there is a greater emphasis on global variety and good health. People want to know how their food is grown and prepared – by presenting a selection that embraces healthy trends, freshness, organic sources and tapping an extensive imported product range alongside our platform for produce "Proudly Grown in KSA", I believe LuLu ticks all the boxes, " added Yusuffali.

In the midst of the pandemic, LuLu has played a very crucial role and ensured uninterrupted supply of food and non-food products, while maintaining the highest standards of hygiene, health and safety of both its customers and employees. Enhanced sanitisation programmes and social distancing norms are being adhered as per industry protocols.

Also present on the occasion were Shehim Mohamed, Lulu Saudi Director, Hatim Contractor, Regional Director of Lulu Riyadh and other senior officials.