

## **Lulu Launches its 260th Store in Nadd Al Hamar, Dubai following strong Financial Performance and Interim Dividend Declaration**

**The retail giant reinforces its strong online presence by enhancing omnichannel operations, with the new store supporting e-commerce, grocery aggregators, and Q-commerce initiatives**

Dubai, UAE – August 18, 2025: Lulu has unveiled its latest neighborhood retail store, Lulu Express in Nadd Al Hammar, Dubai, marking the group's 260th store in the GCC and 112th in the UAE. The opening comes on the amid of the group's robust financial performance in the first half of 2025 and the declaration of an interim dividend of USD 98.4 million.

The new store was inaugurated by Nasser Thani Al Matrooshi, Government Partnership Advisor at Awqaf Dubai, and Ghalib Kharbash, Commercial Business Development representative from Awqaf Dubai, in the presence of Salim M.A, Director of Lulu Global Operations, and other dignitaries.

This expansion underscores our commitment to delivering world class retail experiences closer to communities. The Lulu Express in Nadd Al Hamar also strengthens our omnichannel capabilities by supporting deliveries through grocery aggregators and our own e-commerce platform,” said Salim M.A, Director of Lulu Global Operations.

Spanning 22,000 square feet, the new Lulu Express store features dedicated sections for fresh fruits and vegetables, bakery, meat and seafood, deli, frozen and chilled items, dairy, roastery, grocery, non-food essentials, beauty and wellness, and household products. The store reinforces Lulu's strategy of providing fresh, high-quality, and affordable products to meet the evolving needs of the region's diverse population.

The launch aligns with Lulu's continued expansion strategy across the GCC. “We are on an aggressive growth track with more projects in the pipeline across Dubai, Northern Emirates, Abu Dhabi, and Al Ain,” added Salim M.A.

The store opening follows Lulu Group's announcement of strong H1 2025 financial results, with revenues reaching USD 4.1 billion and the declaration of an interim dividend of USD 98.4 million. The Group attributes this growth to strong performance across core categories and continued innovation in online retail.