

## **Lulu Retail Signs Landmark Agreement with Indonesian Hajj Board to Support Millions of Pilgrims**

### **Strategic Partnership to Cater to the Needs of Over 2.5 Million Indonesian Hajj and Umrah Pilgrims with Premium Services and Products**

Jeddah, Saudi Arabia : In a significant move aimed at supporting millions of Indonesian pilgrims, Lulu Retail has entered into a landmark Memorandum of Understanding (MOU) with the Indonesian Hajj Board (BPKH). Through this collaboration, LuLu Retail providing essential services and high-quality products to over 2.5 million Indonesian pilgrims performing Hajj and Umrah in the holy cities of Mecca and Medina.

Through its extensive network of hypermarkets and commissaries, LuLu Retail will cater to the unique needs of Indonesian pilgrims by offering a range of food products, groceries, and convenience items tailored to their preferences. Lulu opened 140 commissaries and convenience stores across key locations in the holy cities to facilitate easy access to these essential goods to the Pilgrims.

The MOU was formally signed by Shehim Mohammed, Director of LuLu Hypermarkets, Saudi Arabia, in the presence of Harry Alexander, Executive Board Member of BPKH, along with Saleem VI, Chief Operating & Strategy Officer of LuLu Group , and Rafeek Mohammed Ali, Regional Director of LuLu Hypermarkets, Western Province, Saudi Arabia. The event was attended by several key figures from both LuLu and the Indonesian Hajj Board.

The new commissaries and convenience stores will make it even easier for pilgrims to access these essential goods. These stores will provide Indonesian food products, groceries, and other convenience items that will allow pilgrims to feel at home products in the holy cities. This strategic partnership highlights LuLu Retail's commitment to enhancing the pilgrimage experience for Indonesians, who make up the largest group of foreign pilgrims traveling to Saudi Arabia. Through this collaboration, LuLu Retail aims

to provide Indonesian pilgrims with familiar products from home, ensuring they have access to everything they need during their stay in Mecca and Medina.

Speaking at the signing ceremony, Saleem VI, Chief Operating & Strategy Officer of LuLu Group emphasized the importance of the partnership, stating: “We are proud to collaborate with the Indonesian Hajj Board to support the pilgrims on one of the most significant journeys of their lives. This MOU is a testament to LuLu’s commitment to quality and excellence, and our ongoing dedication to providing the highest standards of service for our customers worldwide.”

Harry Alexander, Executive Board Member of the Indonesian Hajj Board, praised the collaboration, highlighting LuLu’s initiative and reputation for quality and reliability. “Partnering with LuLu Hypermarkets, known for its trustworthiness and excellence is a significant step in ensuring that Indonesian pilgrims have access to the best products and services during their pilgrimage. This partnership will set a new benchmark in meeting the needs of our pilgrims,” he said.

With a long standing commitment to quality, affordability, and community service, LuLu Retail’s extension of service into Mecca and Medina further solidifies its position as a global leader in retail services. This strategic initiative ensures that Indonesian pilgrims receive the support they need, for their spiritual journey, and also for their daily needs while staying in the holy cities.