

Lulu Appoints Al Ramz Capital as the New Liquidity Provider

Abu Dhabi, UAE – 13 November 2025: Lulu Retail Holdings PLC (“Lulu Retail”), the largest pan-GCC full-line retailer, announced that its Board of Directors has approved the appointment of Al Ramz Capital as the Liquidity Provider for its shares listed on the Abu Dhabi Securities Exchange (“ADX”), effective 13 November 2025.

This new agreement between Lulu International Holdings Limited (LIHL), the parent company of Lulu Retail and Al Ramz Capital underscores Lulu’s ongoing commitment to enhancing the trading activity of its shares by ensuring efficient bid–ask spreads, in accordance with the guidelines of ADX and the UAE Securities and Commodities Authority. The initiative aims to improve stock liquidity, reduce volatility, and further strengthen investor confidence.

The Liquidity Provider will help enhance the tradability and price stability of Lulu Retail’s shares supporting greater price stability and increased trading volumes.

About Lulu Retail

Founded in 1974, Lulu Retail, together with its subsidiaries, is the largest pan-GCC full-line retailer by selling space, sales and number of stores, operating 263 hypermarket, express and mini-market stores across the six GCC countries. The Group also operates a growing e-commerce presence through its mobile app, webstore and partner channels. To serve more than 690,000 daily shoppers from 130 nationalities every day, the Group sources products from 85 countries, enabled by an on-the-ground sourcing presence in 19 countries. The Group’s strong brand recognition and trust among consumers in the GCC is enabling the growth of its existing stores, expansion of its store network and elevated loyalty across its customer base.

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