

## LANDMARK GROUP GROWTH AND EMERGING MARKETS (GEM)

- Landmark's presence in growth and emerging markets underscores a positive outlook and optimism for these regions, encompassing Egypt, Iraq, Lebanon, Jordan, and Kenya.
- In these territories, Landmark operates directly and through franchisee partners, aiming to make value retail accessible and experiential for customers.

### Egypt

- Landmark has marked impressive expansion in recent years, establishing its brand across various locations in Cairo and tier-2 cities.
- A strategic move towards local sourcing for apparel brands is being explored, underscoring the commitment to sustainable operation in Egypt.
- Despite macroeconomic challenges and turbulence in the country, Landmark has displayed an unwavering commitment to its employees, ensuring the well-being of their families during trying times.

### Iraq, Lebanon, Jordan, and Kenya (Franchisee Stores)

- Landmark operates over 110 franchised stores across these countries, bolstering its footprint in the Middle East.
- The franchisee stores align with the company's overarching vision and commitment — emphasizing exceptional value, customer centricity, and upholding group values.



### PEOPLE, CULTURE AND EMPLOYMENT

- While specific employment numbers are not provided for these markets, Landmark's dedication to its employees, particularly evident in Egypt during economic challenges, highlights its people-first approach.



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### SUSTAINABILITY

- Landmark's push towards local sourcing in Egypt clearly reflects its intent to operate sustainably from an environmental and an economic standpoint.
- Other sustainable practices and detailed roadmaps from other territories may serve as a precedent, and similar strategies may be in the pipeline for these markets.



### ENTREPRENEURSHIP AND INNOVATION

- Landmark's foray into local sourcing showcases its innovative spirit, aiming to optimize the supply chain while ensuring quality and sustainability.
- Drawing from innovations in other regions, these markets will soon witness the integration of advanced technologies and digital solutions.



### BUSINESS GROWTH

- The rapid expansion in Egypt and consistently establishing franchisee stores across Iraq, Lebanon, Jordan, and Kenya demonstrate Landmark's growth trajectory in these markets.
- Strategic investments, technological integration, and customer-centric initiatives, as observed in other regions, will likely be pivotal in driving further growth in these countries.