

LANDMARK GROUP ACROSS THE GCC

- Landmark Group established its presence in 1973 in Bahrain.
- The group today operates over 230 stores across Bahrain, Qatar, Kuwait and Oman.
- Landmark Group's brands in these countries include Babyshop, Centrepoint, Home Centre, Emax, and Max.
- Landmark Retail expanded in Oman from 47 stores in 2012-13 to 87 stores in 2017-18. The first store, Babyshop was established in 1992.
- In Oman, Landmark Retail encompasses brands such as Babyshop, Lifestyle, Shoemart, and Splash under Centrepoint and brands like Max, Home Centre, Emax, and Shoexpress. They also operate Oasis Mall.
- In Qatar, Landmark Group was the leading retailer to launch and showcase 19 of its core concepts in the country's first mega mall in 2016, Mall of Qatar, under one roof.



PEOPLE, CULTURE AND EMPLOYMENT

- There is a focus on Landmark's values, specifically through the iLEAD framework, to empower their employees and adhere to guide business decisions; it focuses on integrity, listening, empowering, adapting, and delivering.
- Landmark employs an average of 2,000 employees in Bahrain, Kuwait, Oman, and Qatar, with over 40% being women.
- Landmark Retail in the GCC offers several retail training and management development programs.
- In Oman, Landmark Retail has trained nearly 100 nationals in advanced managerial training programs.
- Oman stands at 50% + Nationalization, embodying our commitment to local inclusion.
- 63% of our store employees across the GCC are below 35 years of age.



SOCIAL IMPACT IN GCC

- Landmark Group collaborates with various local and global charitable organizations, such as THE Red Crescent, Al Jalila Foundation, Dubai Cares, UNHCR, and Big Heart Foundation, to extend its social reach, focusing on education, wellness, and disaster relief.

SUSTAINABILITY

- Under the brand Splash in Kuwait, Landmark Retail has launched a product sustainability drive, ensuring 90% of their products are sustainable and recyclable.



KUWAIT

BAHRAIN



QATAR



OMAN



 centrepoint

 babyshop

 Splash

 SHOEMART

 Lifestyle

 max

 shoexpress

 homecentre

 HOME BOX

 Emax

 Shukran

 OASIS MALLS

 styli



ENTREPRENEURSHIP AND INNOVATION

- In Oman, Landmark Retail has emphasized backend digital transformation and introduced selfcheckout systems for enhanced customer experience.
- In Oman, Landmark Retail introduced e-commerce platforms for Homecentre in 2020 and Centrepoint and Max in 2021.
- In the GCC, Landmark Retail has an e-commerce double-digit growth target. The company aims to adopt a more customer-centric approach, undergo digital transformation, and focus on people's development.
- Landmark Retail in Oman observed significant expansion from 47 stores in 2012-13 to 87 stores in 2017-18. Their future initiatives involve garnering customer feedback, running marketing campaigns for e-commerce platforms, and expanding the use of digital tools.
- Landmark Retail in Kuwait is expected to reach a 1 million sq. ft. footprint in FY 2023-24 and plans to open six new stores this financial year.