



# **Key financial highlights as at 31 March 2020**



- Al Meera recorded consolidated sales of QR 887.0 million in Q1 2020, a 17% growth, compared to Q1 2019.
- Gross profit amounted to QAR 142.1 million, an increase of QAR 22.3 million or 18.6% over the same period in 2019.
  - Gross profit margin increased by 0.2% (from 15.8% to 16.0%). Improvement in margin was driven by better pricing and terms negotiated with suppliers.
- Rental income from leased shops increased by 1.0%, from QAR 18.8 million in 2019 to QAR 19.0 million in 2020.
- Al Meera posted a net profit attributable to equity holders of the parent of QR 55.6 million, a growth of 14.1%, compared to 2020.
- Improvement in Al Meera's quarterly results was due to unprecedented sales growth boosted by customer panic buying in the wake of Covid-19 pandemic.

### **2020 Operation Updates**



- Group has 55 stores operating throughout the State of Qatar, and 6 stores in the Sultanate of Oman with consolidated net selling area of more than 100,000 sqm.
- Al Meera officially opened its new store in The Mall on 15 April 2020 with selling area of more than 1,800 sqm.
- As an emergency measure to combat COVID 19, Al Meera opened a temporary store in Mukaynis Area near Doha Industrial Zone to provide grocery products to residents in the surrounding area.
- Al Meera started online delivery services in April 2020 with a third party delivery service provider.
- Al Meera signed a contract with Hassad Food to operate stores in central markets located in Al Sailiya and Al Wakra

## 2020 Operation Updates – The Mall Store Layout and Design







"The Al Meera expansion strategy merges world-class customer service with supply of high-quality, locally sourced and imported fresh produce to every neighborhood to provide customers a unique shopping experience.

The layout of the Mall branch follows Al Meera's latest design to facilitate intelligent shopping and offer the best shopping experience to customers. With unmatched value, we strive to serve vital and underserved areas across Qatar."

# **2020 Operation Updates – Some Sections within The Mall Store**





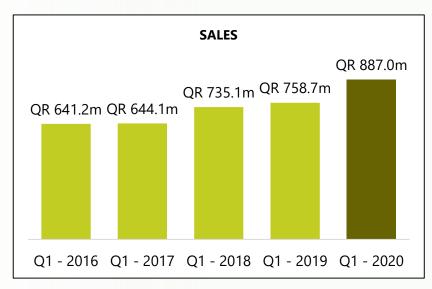


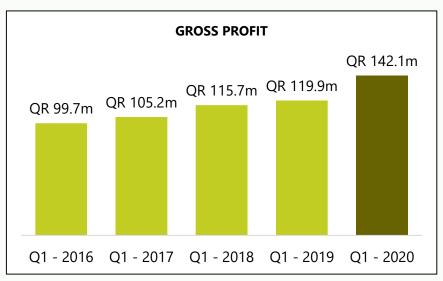


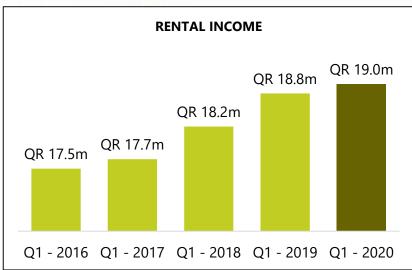


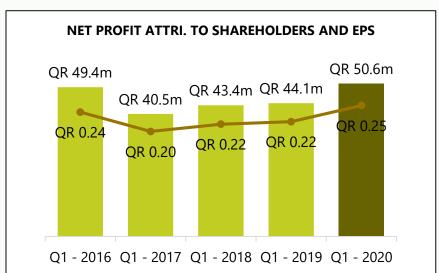
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# Q & A