

INFORMATION TO THE MSE

PLACE AND DATE

Mexico City, September 10th, 2026

COMPANY NAME

El Puerto de Liverpool, S.A.B. de C.V.

TICKER

LIVEPOL

SUBJECT

El Puerto de Liverpool, S.A.B. de C.V. ("Liverpool") announces a strategic alliance for the introduction of Primark in Mexico

Liverpool announces the execution of a strategic alliance with the international clothing retailer Primark to bring the brand to Mexico under a franchise model.

Primark is a recognized international fashion retailer founded in Ireland in 1969. Currently, it operates more than 500 stores in 19 global markets, standing out for offering contemporary and versatile garments with an attractive price-quality ratio to Mexican consumers seeking to express their style. Through this agreement, Liverpool will integrate into the Mexican market a proposition that has captivated millions of shoppers worldwide.

Through this partnership, Liverpool strengthens its portfolio and expands its relationships with global brands, while Primark prepares to bring to Mexico the proposition that has resonated with consumers around the world: affordable fashion and everyday essentials. More than the arrival of a new brand, the agreement will introduce a new experience for Mexican consumers to discover, combine and enjoy fashion.

Primark and Liverpool will now work together to define locations, store openings and the pace of expansion, with further details to be shared as the planning process progresses.

El Puerto de Liverpool, S.A.B. de C.V. is a leading omnichannel department store company and a robust e-commerce platform. It operates 321 stores nationwide under the Liverpool and Suburbia brands, and has 173 specialty boutiques as well as 30 shopping centers. The company is also a leader in credit card issuance in Mexico with over 8.8 million cardholders, representing 54.2% of its sales as a payment method. Throughout its 179-year history, it has offered a wide assortment and selection of high-quality products and services, from the latest in fashion for the whole family to interior design, food and beverages, as well as home goods and general technology.

Liverpool has more than 83,000 employees nationwide and is recognized as one of the best places to work in Mexico. A commitment to innovation, prestige, personalized service, profitability, and adaptability to specific markets has characterized the company's operations while promoting a high sense of social responsibility in all its actions toward the communities where it operates.

INVESTOR RELATIONS

José Antonio Diego jadiego@liverpool.com.mx
Enrique Griñán emgrinang@liverpool.com.mx
Nidia Garrido nigarridom@liverpool.com.mx