

Casino Group expands presence in the Middle East and North Africa

A new Géant hypermarket opens in Abu Dhabi's new Yas Mall



The Casino Group is **stepping up** its **110-store-strong** presence in the North Africa and Middle East regions, which offer **major growth potential**. The Group is pursuing its expansion in the Middle East by **opening a Géant hypermarket** in Yas Mall, Abu Dhabi's largest shopping destination and the second-largest in the United Arab Emirates. The retail complex extends over 235,000 square meters, offers parking facilities for 10,000 vehicles and boasts more than 300 stores.

With a surface area of **10,000 square meters**, the new Géant hypermarket incorporates **the Group's latest concepts** and offers its customers a wide selection of products, including **private labels such as Casino Délices and Casino Bio**.



The franchise's fast-paced growth is driven by agreements with local partners. fu-com is developing Géant hypermarkets in the United Arab Emirates, Bahrain, and Kuwait, while Al Meera is spearheading Géant's establishment in Qatar. The Monoprix banner is managed by the Ali Bin Ali Group in Qatar and ADMIC in Lebanon. In Tunisia, the Géant hypermarket and Monoprix banners are franchised to Mabrouk. These robust, sustainable partnerships allow Casino to **expand its banners' presence and win new customers**.

The 2015 expansion program includes **5 new openings in the United Arab Emirates**, of which **3 Géant hypermarkets**, and **10 openings in Tunisia**.

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