
PRESS RELEASE

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THE CONFORAMA AND CASINO GROUPS ARE TO CREATE A JOINT CENTRAL PURCHASING AGENCY FOR NON-FOOD PRODUCTS WITH OPERATIONS SET TO LAUNCH FOR THE 2017 PURCHASING NEGOTIATIONS

Named “Mano”, the agency will aim to optimise for both groups purchasing in France from the main international suppliers of household appliances (both white and brown goods).

It will thus be positioned as the leader or co-leader in its areas of activity and enhance the competitiveness of the Conforama, Cdiscount, Géant, Monoprix and Casino Supermarket banners.

The Conforama and Casino Groups will each continue to independently operate their sales outlets and e-commerce sites in line with their banners' identities and their respective sales strategies.

About:

Conforama, a major player in the European household goods market, currently operates a total of 286 stores, of which 203 in France and 83 spread among Spain, Switzerland, Portugal, Luxembourg, Italy, Croatia and Serbia. The banner generated net sales of €3.5 billion in the 2016 financial year and has 13,400 employees. For more information: www.conforama.fr

Conforama press contacts:

Isabelle Hoppenot: +33 (0)1 60 95 25 62 / +33 (0)6 25 58 14 38 – E-mail: ihoppenot@conforama.fr
Rhizlène Mimoun: +33 (0)1 60 95 26 43 / +33 (0)6 25 58 95 52 – E-mail: rmimoun@conforama.fr

Casino Group: A food and non-food retail specialist, the Casino Group generated €46.1 billion in sales in 2015 thanks to its 15,344 sales outlets, including 10,627 in France, and more than 325,820 employees worldwide.* In France, the Group has successfully implemented a multi-format, multi-brand and multi-channel model that draws on its extensive network of hypermarkets (Géant), supermarkets (Casino), urban supermarkets (Monoprix, Franprix, Leader Price) and convenience stores (Casino Shop, Vival, Spar, Leader Price Express) as well as its market-leading e-commerce site, Cdiscount. The Group is notably present in Latin America, where it is No. 1 in Brazil thanks to GPA and Via Varejo and in Colombia with Grupo Éxito.

* 2015 figures

Casino Group press contacts:

Corporate Communications

directiondelacommunication@groupe-casino.fr

Tel. +33 (0)1 53 65 24 78

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Karine Allouis – kallouis@image7.fr – +33 (0)1 53 70 74 81

Simon Zaks – szaks@image7.fr – +33 (0)1 53 70 74 63