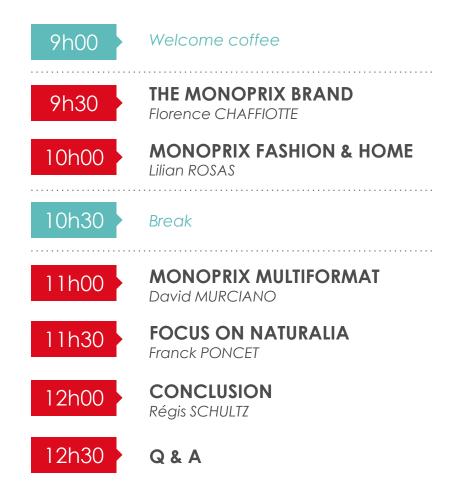




## PROGRAMME



## 13h00

Lunch buffet with tasting of Monoprix products

### 14h00 STORES TOUR

#### MONOPRIX BEAUGRENELLE

19 rue Linois 75015 PARIS

#### MONOP' ENTREPRENEUR

77 Rue des Entrepreneurs 75015 PARIS

#### NATURALIA VOLONTAIRES

241 RUE DE VAUGIRARD 75015 PARIS



# WHO IS MONOPRIX?

## MONOPRIX IS A CITY CENTER STORE









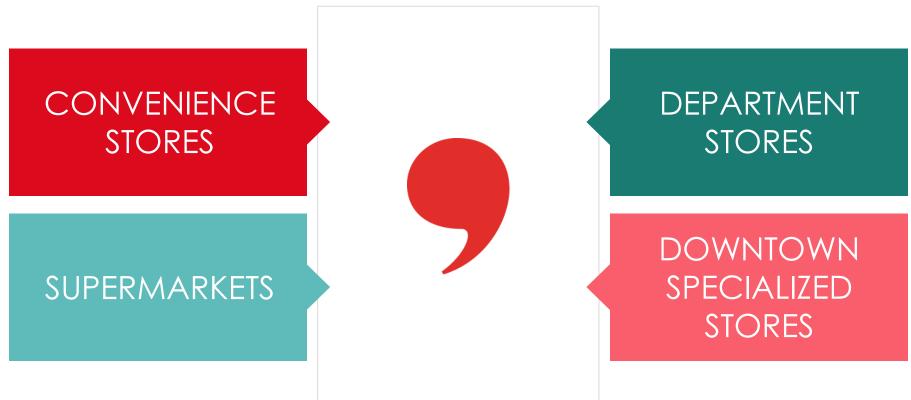
## MONOPRIX IS THE MOST PARISIAN







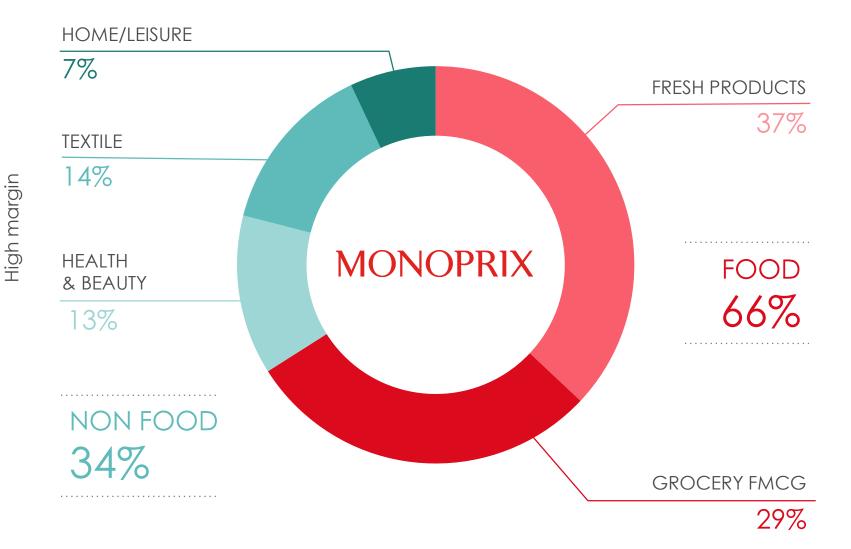
FROM THE SMALLEST



TO THE BIGGEST

7

## MONOPRIX IS UNIQUE



## MONOPRIX IS DIFFERENT



#### BUTCHER DELI & CATERING





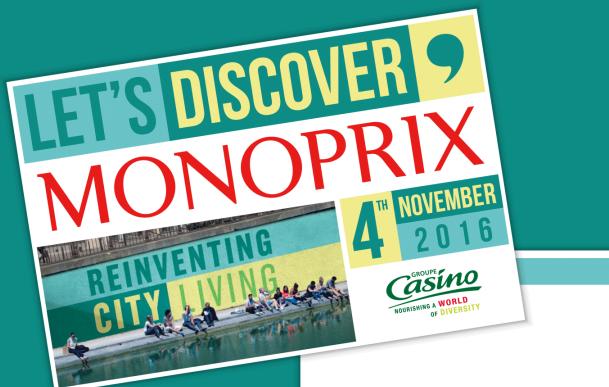




HEALTH & BEAUTY







# WHAT IS MONOPRIX?



# A PIONEERING



MONOPRIX IS THE FIRST TO CONQUER THE CITY CENTRES

MONOPRIX IS THE FIRST TO MAKE FOOD AND FASHION AFFORDABLE TO EVERYONE Monoprix Gioritation Dégustation T478 ac caca

MONOPRIX IS A TRAILBLAZER IN NEW PATTERNS OF CONSUMPTION













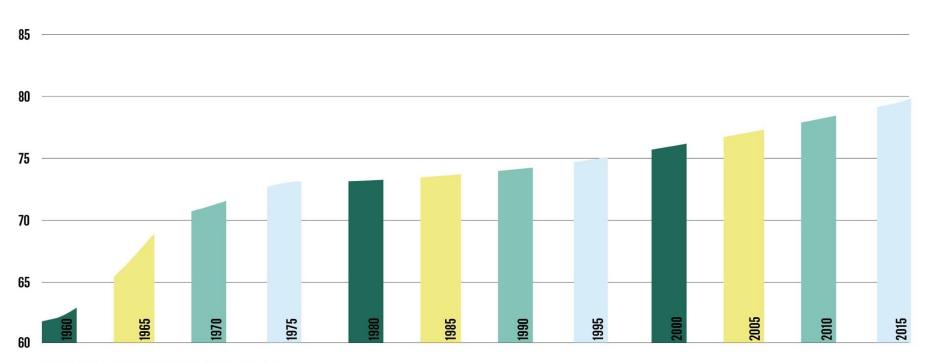


# WHO ARE MONOPRIX CUSTOMERS?



# MONOPRIX IS TARGETING CITY LOVERS

#### TOTAL URBAN POPULATION, FRANCE



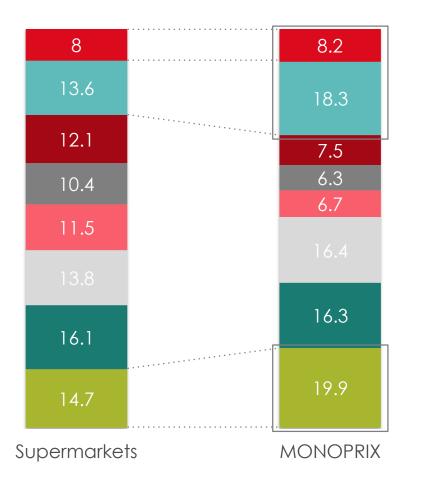
PERSPECTIVE MONDE, SOURCE : BANQUE MONDIALE, KANTAR WORLDPANEL

KANTAR WURLDPANEL



# MONOPRIX IS TARGETING HEDONISTS

CUSTOMERS ALLOCATION, FRANCE





KANTAR WURLDPANEL

# MONOPRIX IS LOVED BY FANS

#### A DEEP UNDERSTANDING OF OUR CLIENTS\*

- 62% of turnover is tracked, almost 90m transactions identified
- Knowledge on 3.4 active urban clients with 92% contactable
- Exploited extensively, repetitively to fine tune



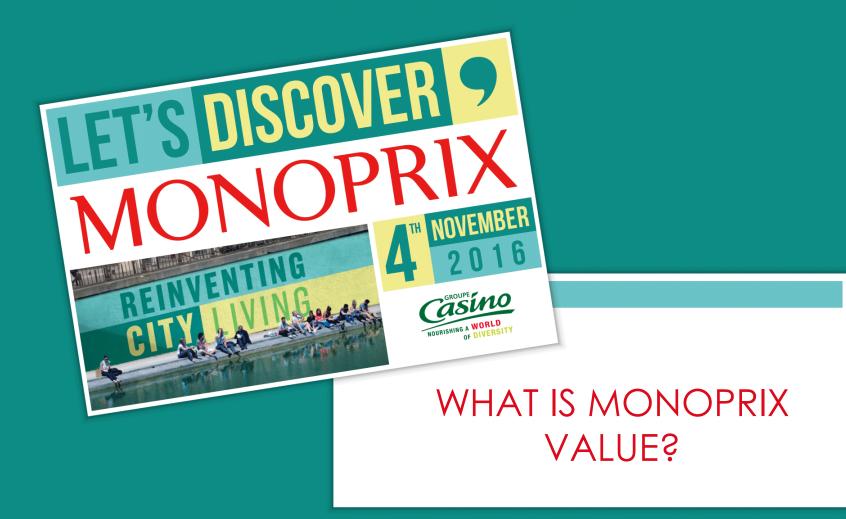
• With Dunnhumby the leader on data knowledge and client engagement

#### A CAPTIVE, STABLE, FAN BASE

- Over 75% remain loyal year after year
- Build through our exceptional downtown presence (60% live less than a km away from their store)
- Build through an exceptional love for the brand
- They shun the competition: they shop among 3.8 retailers vs 4.6 for the average client and for 68% of them, Monoprix is their main retailer.
- 73% deemed their loyalty card the most advantageous vs competitors



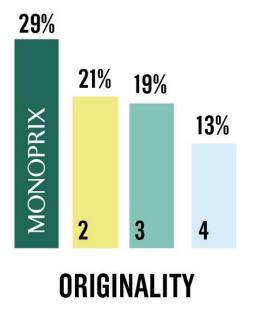
# WHAT IS MONOPRIX **STRATEGY?**

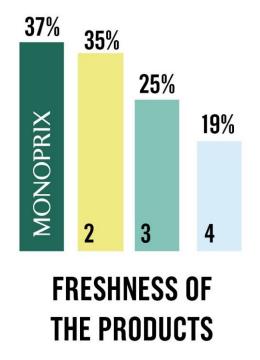




## N° 1 ON ORIGINALITY

PRODUCTS

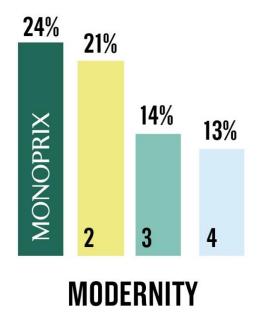


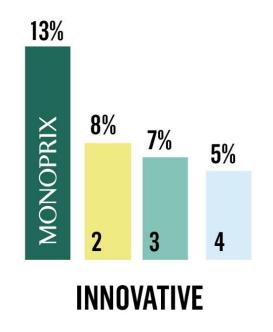




## N° 1 ON INNOVATION

SERVICES

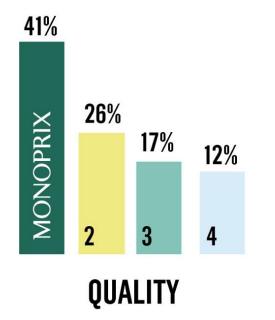


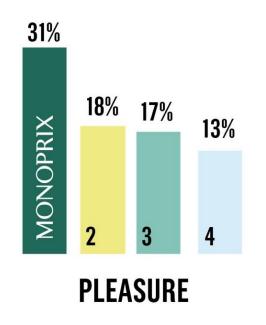




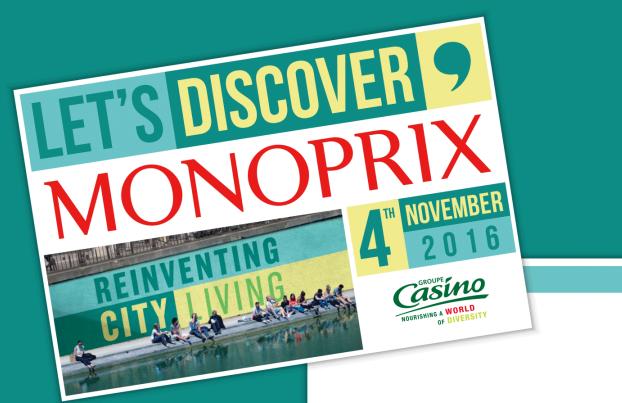
## N° 1 ON QUALITY

GLOBAL STORE PERCEPTION





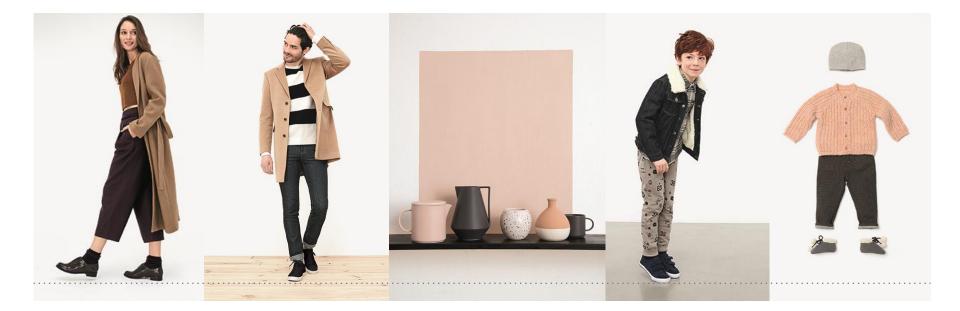




# MONOPRIX IS FASHION



### A strong dedicated Unique and Consistant style







## MONOPRIX: FAST FASHION

**RENEWED COLLECTIONS EVERY 15 DAYS**, 22 THEMES PER YEAR, 11 THEMES FOR WINTER 16, 15,000 ITEMS IN TEXTILE, 8,000 ITEMS IN HOME-DECORATION, PER YEAR







Chlorophylle June

Formentera **July** 

Camargue July







Hors Saison **August** 

Balmoral August

Gallery Sept.





MONOPRIX: THE TEAM

### WITH A SPECIALISTS INTERNAL ORGANIZATION DESIGN, PURCHASES, QUALITY, FIT AND MANAGEMENT...



170 FASHION, HOME AND LEISURE SPECIALISTS



MONOPRIX: THE PRICES

### AN AFFORDABLE PRICE POSITIONING





# MONOPRIX: THE CONCEPTS

#### UNDERWEAR



#### HOME & LEISURE



31



MONOPRIX: THE FUTURE

## New consumption habits and new market opportunities: SPORTS & LEISURE



# MONOPRIX: THE DESIGNERS

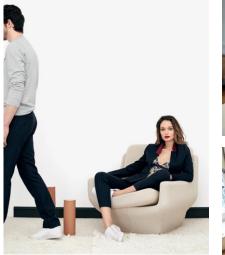




# MONOPRIX: GUESTS 2016/10







Sales period: 2016.10.12













## MONOPRIX: GUESTS 2016/11







## MONOPRIX RUE ROYALE



PATCH NYC for MONOPRIX GUEST IN

The first Monoprix located in rue Royale **A Pop Up store** in Maxim's from 16 to 20 november 2016





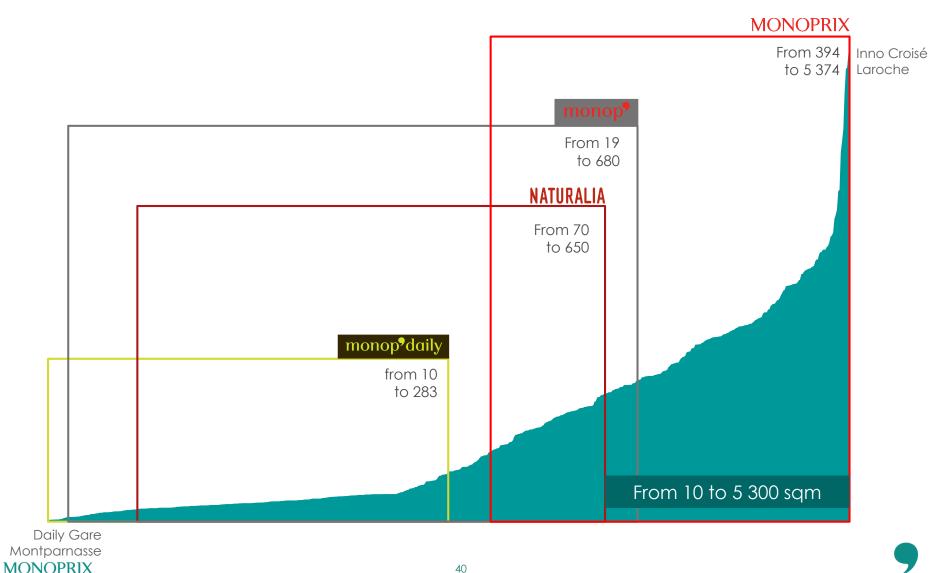


# A DIVERSIFIED SET OF QUALITIVE FORMATS...



# CAPACITY TO COVER ALL AREAS FROM 10 TO 5 300 sq.m...





40

# ...WITH A STRONG FOOTPRINT IN PARIS AND CITY CENTERS







639 stores in more than 250 cities in France

- 184 stores in Paris
- 154 stores in greater Paris
- 301 stores in the rest of France

Present in 84 cities with more than 50,000 inhabitants

100% top Challenge cities Monoprix banner owns:

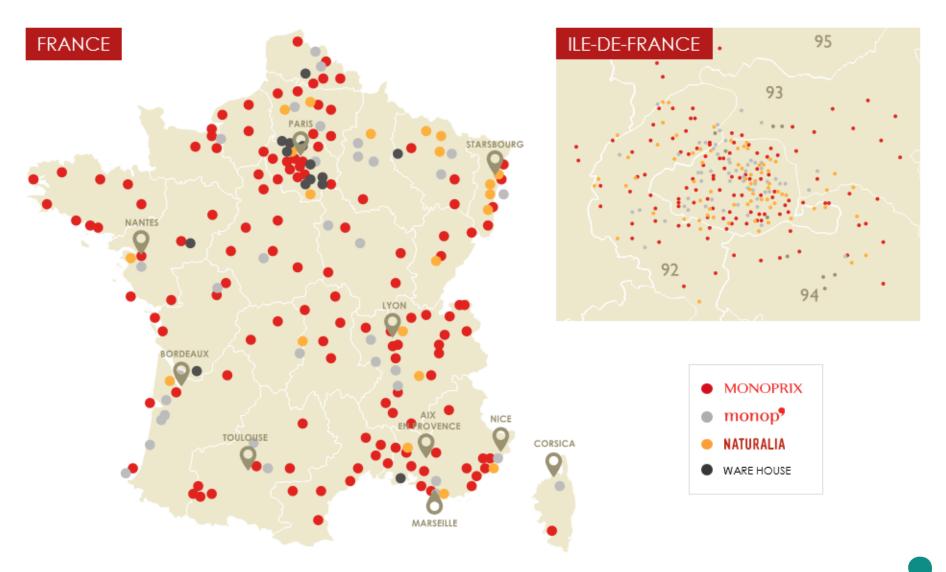
54%

- 36% of Parisian stores
- 55% of Greater Paris
- 61% of rest of France

57% in net sales:

- 39% of Parisian stores
- 66% of Greater Paris
- 65% of rest of France

# 639 STORES ACROSS MAJOR FRENCH CITIES



MONOPRIX

## EXAMPLE OF LARGE ICONIC STORES WITH TOP MONOPRIX AND INCOMPARABLE LOCATIONS IN CITY CENTERS







BEAUGRENELLE 3,133 sqm



CHAMPS ELYSÉES 1,560 sqm



OPÉRA 2,966 sqm



MONTPARNASSE 4,995 sqm



CROISÉ LAROCHE 5,374 sqm



ROND-POINT 4,316 sqm

#### LYON



CROIX ROUSSE 3,330 sqm



GRAND BAZAR DE LYON 3,020 sqm

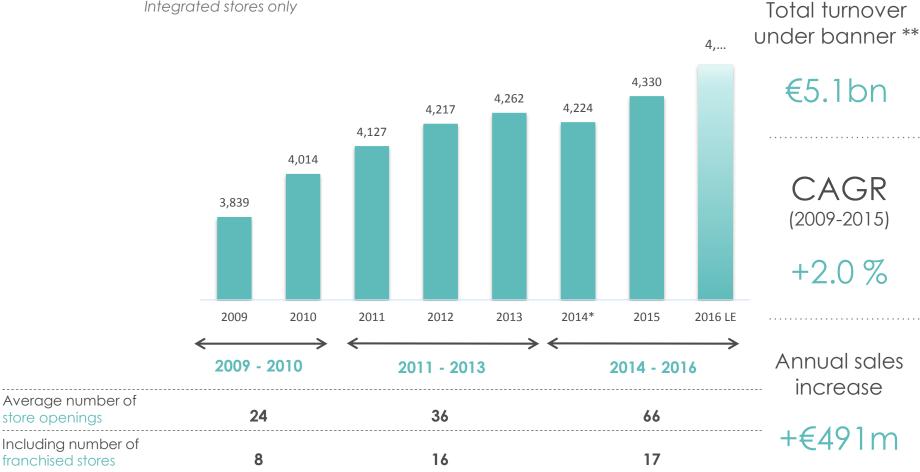


# MONOP' THE CONVENIENCE STORE OF MONOPRIX



# CONTINUOUS SALES GROWTH AND AN ACCELERATED EXPANSION

TOTAL GROSS SALES IN €M Integrated stores only



\* 2014: impact of store transfers to competitors due to anti-trust decision

\*\* Including franchised stores gross sales

MONOPRIX



#### **Expand and continue** development initiated in recent years

OMNI CHANNEL GROUP	HIGH TRAFFIC AREAS	CITY CENTER MONOPRIX monop <sup>9</sup> monop <sup>9</sup> daily	SPECIALIZED FORMATS	WEB MONOPRIX
OBJECTIVES FOR EACH CHANNEL	<ul> <li>Continue with our historic partners</li> <li>seeking new partnerships</li> <li>Exploring new places</li> </ul>	<ul> <li>Development of new confirmed concepts</li> <li>Accentuate selection in cities &gt; 50 000 h</li> <li>Continue decrease fixed assets/m<sup>2</sup></li> </ul>	<ul> <li>Naturalia organic food's top player</li> <li>Test new format fashion / beauty</li> <li>Watch over acquisition opportunities</li> </ul>	<ul> <li>Become the web key player in city centers</li> <li>Develop significantly fashion / beauty business</li> <li>MSR integration and development</li> </ul>

# ... AND STILL SIGNIFICANT GROWTH POTENTIAL

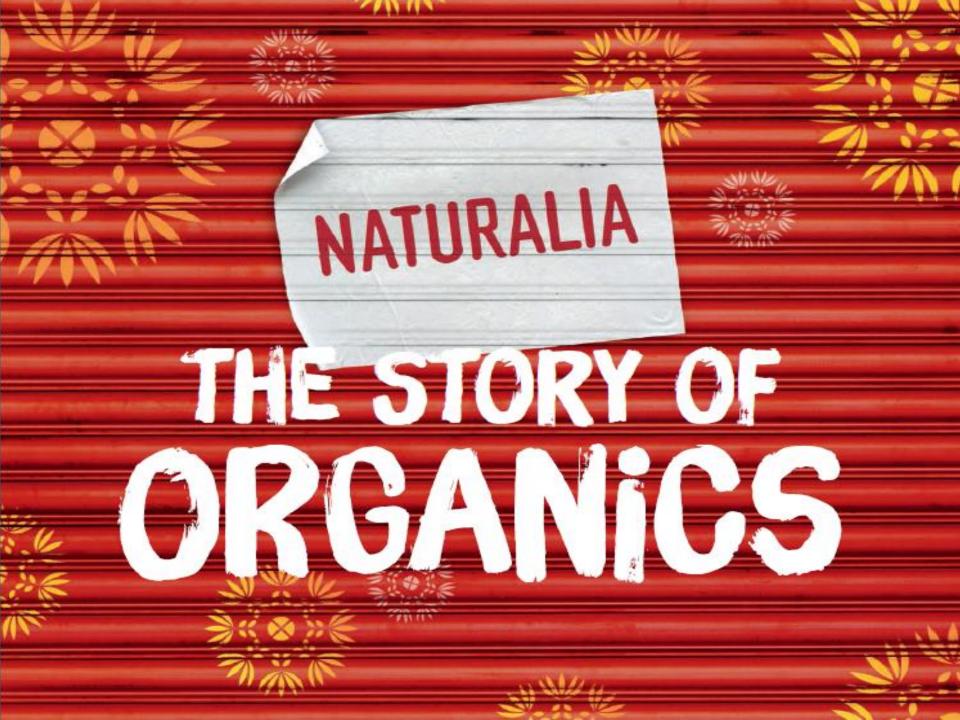
TO	P 20 MAIN CITIES*	MONOPRIX	monop <sup>9</sup>	NATURALIA	
1	PARIS	$\checkmark$	$\checkmark$	$\checkmark$	✓ At least one store
2	LYON	$\checkmark$	$\checkmark$	√	× Not present
3	MARSEILLE / AIX-EN-PROVENCE	$\checkmark$	$\checkmark$	$\checkmark$	
4	TOULOUSE	$\checkmark$	$\checkmark$	×	
5	BORDEAUX	$\checkmark$	$\checkmark$	$\checkmark$	
6	LILLE	$\checkmark$	$\checkmark$	×	
7	NICE	$\checkmark$	$\checkmark$	$\checkmark$	
8	NANTES	$\checkmark$	$\checkmark$	$\checkmark$	* 1007
9	STRASBOURG	$\checkmark$	$\checkmark$	$\checkmark$	*43%
10	RENNES	$\checkmark$	×	×	OF TOTAL
11	GRENOBLE	$\checkmark$	×	$\checkmark$	FRENCH
12	ROUEN	$\checkmark$	×	×	POPULATION
13	TOULON	$\checkmark$	×	$\checkmark$	
14	MONTPELLIER	$\checkmark$	×	$\checkmark$	
15	douai lens	$\checkmark$	×	×	
16	AVIGNON	$\checkmark$	×	$\checkmark$	
17	SAINT-ETIENNE	$\checkmark$	$\checkmark$	×	
18	TOURS	$\checkmark$	×	×	
19	CLERMONT-FERRAND	$\checkmark$	×	×	
20	NANCY	$\checkmark$	$\checkmark$	$\checkmark$	

# **HIGHT POTENTIAL GROWTH** FOR PROFITABLE FORMAT



IONOPRIX	+200 stores In 5 years		Hight growth potential				High profitability
NATURALIA	49	129	64	++	+++	++	+++
monop <sup>9</sup> monop <sup>9</sup> daily	68	162	89	+	++	+++	++
MONOPRIX MONOPRIX .fr	287	313	224	=	<b>**</b>	+	+++
	# of 2010	stores 2015	Presence of Monoprix (# of cities)	Market growth	Potential Monoprix growth	Including franchise potential	Profitability

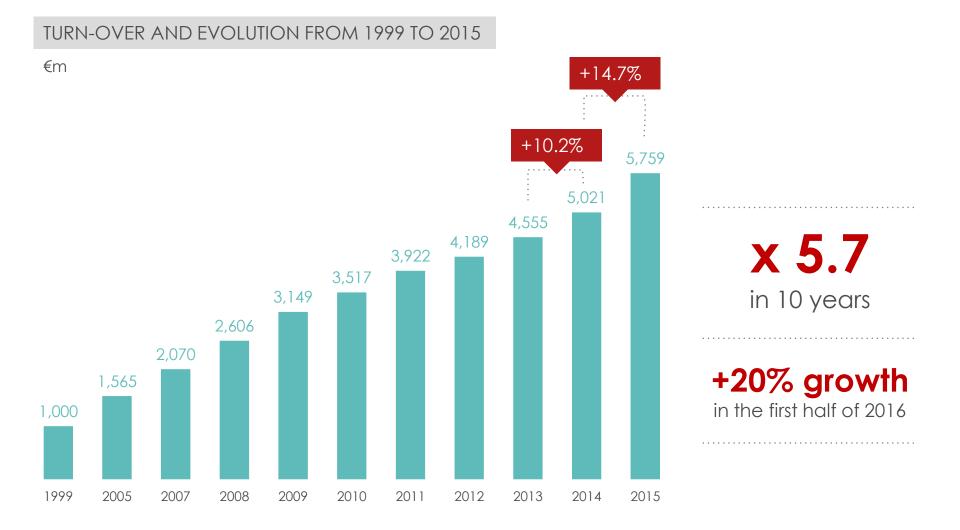






### LET'S DISCOVER 9 NATURALIA

# FRENCH ORGANIC MARKET



NATURALIA





#### STEADY INCREASE OF SPECIALISTS STORES' GROWTH





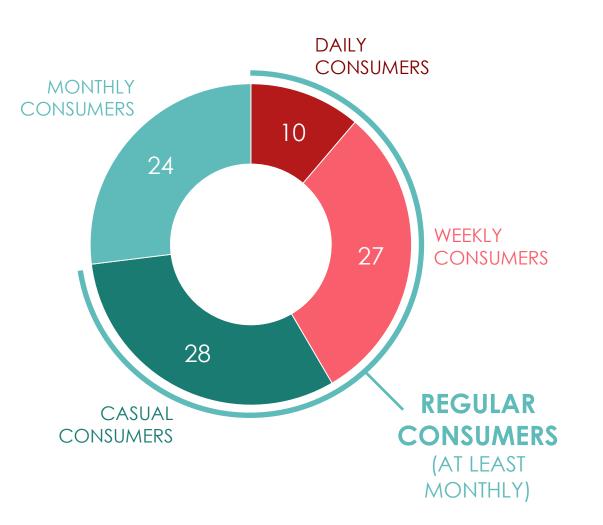
#### 1 NEW ORGANIC STORE IS OPENING EVERY 2 DAYS IN FRANCE

	owned shops	FRANCHISES	COOPERATIVE MOVEMENTS	total stores in 2015
<b>biocoop</b>			Х	378
这 La Vie Claire		Х		261
Bicmonde			Х	183
NATURALIA	Х	Х		129*
Bio c' Bon	Х			84
SATORIZ In bio pour tous 1			Х	31
naturé O Le supermarché Bio 🗟 💓	Х			20

\* 126 owned stores + 3 franchises

### LET'S DISCOVER 9 NATURALIA

# OFFER GROWTH



# 89%

of French people **consume** organic products

# 93%

of them intend to **maintain** or increase their purchases in the 6 coming months

65%

consume them **regularly**, at least one a month

82% trust organic products



# CONSUMPTION GROWTH

# **28,725** French farms

apply organic or biodynamic methods (data by the end of 2015)

# **300,000** hectares

are **switching to organic** methods

# **1.3 million** hectares

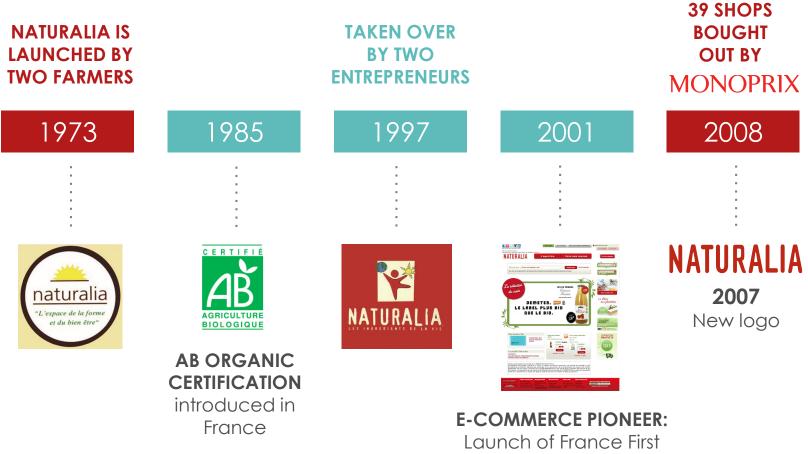
are organically or biodynamically cultivated in **2015 (1.5 million are expected** by the end of **2016**, that's 5.8% of total French agriculture lands)

76% of organic products consumned in France are produced in France





**KEY DATES** 

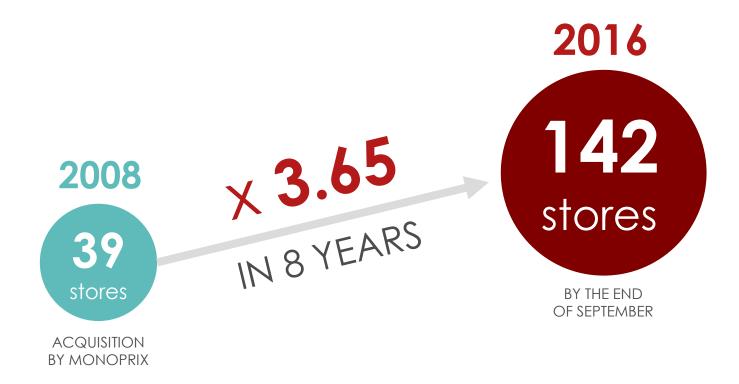


online retail venture for organic produce



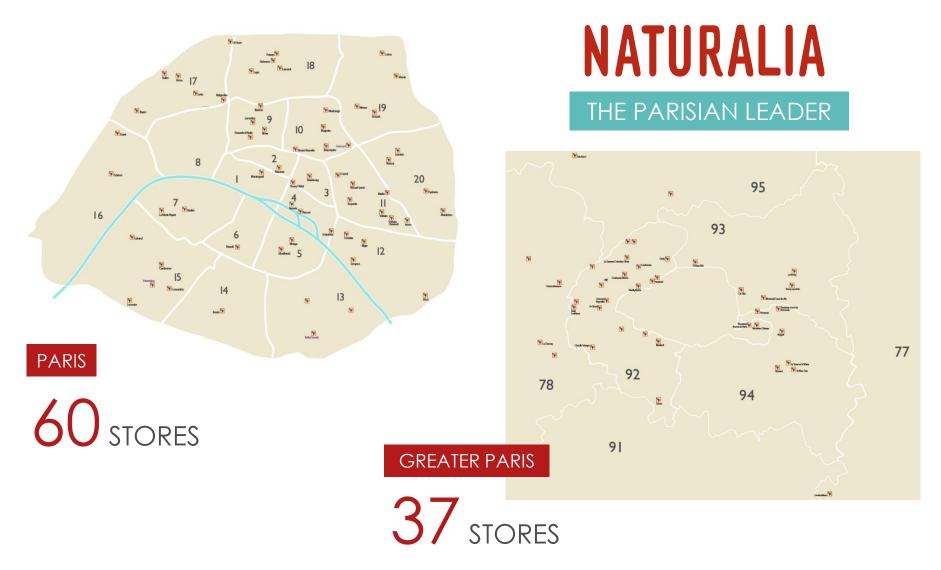
STORES AND TURN-OVER

# NATURALIA IS THE MOST DYNAMIC ORGANIC PLAYER WITH 37 NEW STORES OPENED IN 2015



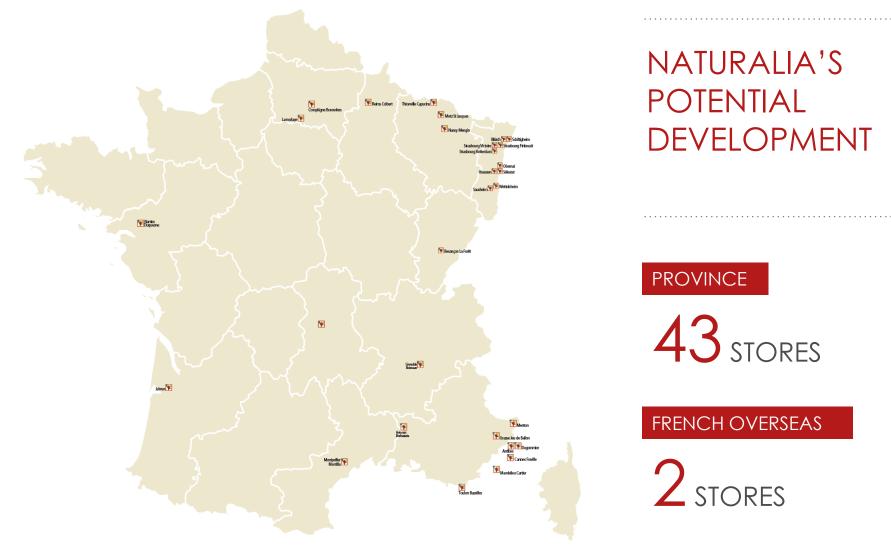
### LET'S DISCOVER 9 NATURALIA

# PARIS AND GREATER PARIS



# **PROVINCIAL STORES**





#### NATURALIA



# OUR STORES



## LET'S DISCOVER 9 NATURALIA

# OUR PRODUCTS

# **GREAT TASTE IS WHAT WE DO**

NATURALIA sells an extensive range of everyday products, with around 10,000 listings from more than 470 suppliers.



#### EXCLUSIVE SPECIALISED DISTRIBUTION CIRCUITS' PRODUCTS AND BRANDS

Some 20 quality labels guaranteeing the authenticity of organic products in-store



NATURALIA St-Cloud The 1st shop in France to be awarded C'Bio certification for organic building

### **LET'S DISCOVER 9** NATURALIA

# DIGITAL & SOCIAL NETWORKS





# SERVICE INCLUDED





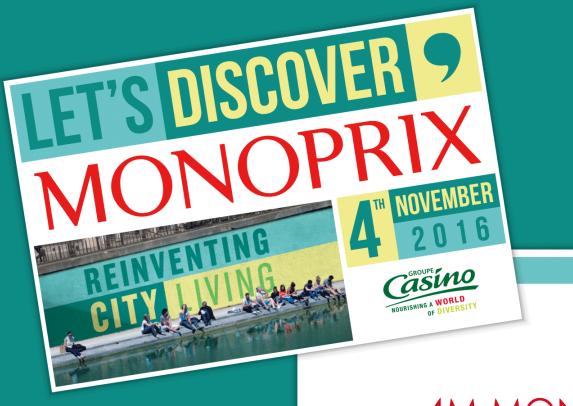




## COMMUNICATION







# **4M MONOPRIX**

# THE **4 M** MONOPRIX



MONOPRIX



# M like M ARQUE

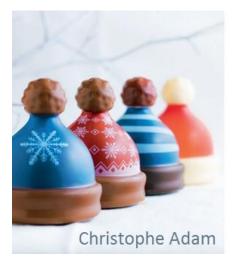


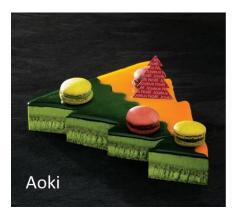


. . . . . . . . . . . . . . . . . . . .

- An **unique** positioning
- A **trendy** shopping atmosphere
- A continuous search for innovative, exclusive and differentiating products
- A pricing power

# M like M ODERNITÉ















M like M ULTICANAL

**UNIQUE** ASSETS STORES NETWORK (number of stores and quality of their locations)

EXPERTISE IN DELIVERY (omni channel city center leader)

CUSTOMERS' KNOWLEDGE

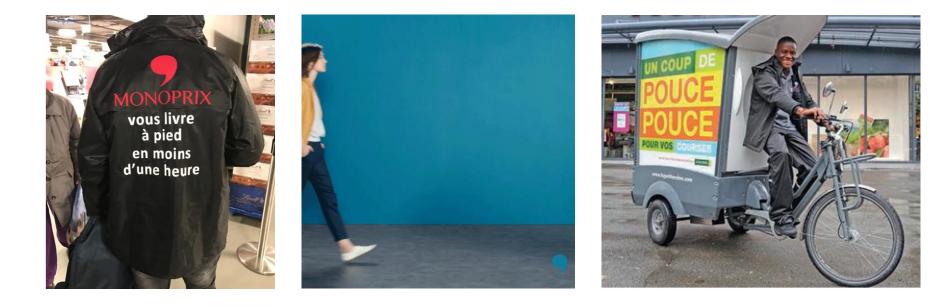
CENTRALIZED SUPPLY CHAIN & IT

CASINO GROUP





# EXPERTISE IN DELIVERY













# CENTRALIZED SUPPLY CHAIN AND IT



## **AN EFFICIENT LOGISTICS**

MONOPRIX





M like M ULTICANAL

# MARKET PLACE To offer more to our customers



M like M AGASINS

# **3 LEADING** FORMATS

# MONOPRIX

#### CITY CENTERS



314 stores

# monop<sup>•</sup>

#### CONVENIENCE





183 stores

# NATURALIA

#### OWNED ORGANIC STORES





142 stores

MONOPRIX





# A SUCCESSFULL MIX



# FASHION





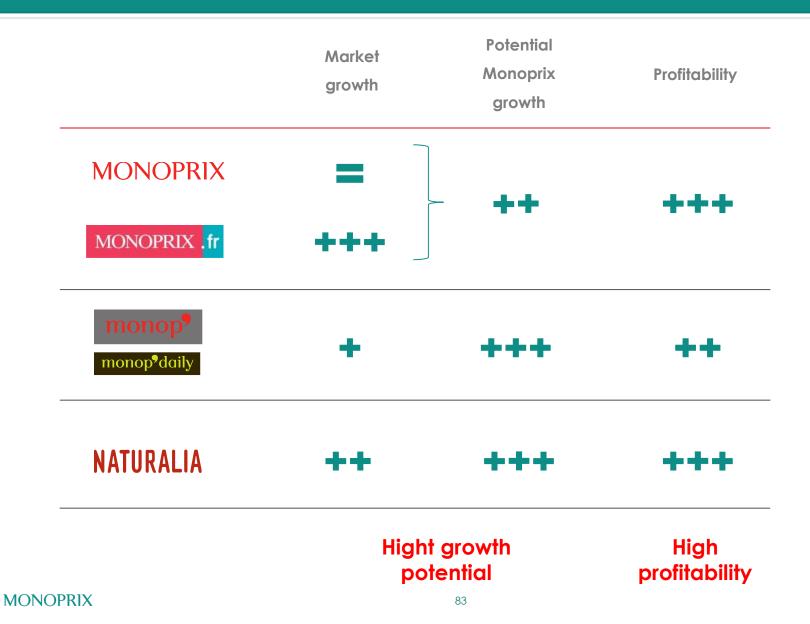
#### HOME





**MONOPRIX** 

# M like M AGASINS





# MONOPRIX

STRONG BRAND

**STRONG** ASSETS

STRONG TEAM





