LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

GROUPE CASINO
NOURRIR UN MONDE DE DIVERSITÉ
LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

PROGRAMME
PROGRAMME

9h00  Welcome coffee

9h30  THE MONOPRIX BRAND
Florence CHAFFIOTTE

10h00  MONOPRIX FASHION & HOME
Lilian ROSAS

10h30  Break

11h00  MONOPRIX MULTIFORMAT
David MURCIANO

11h30  FOCUS ON NATURALIA
Franck PONCET

12h00  CONCLUSION
Régis SCHULTZ

12h30  Q & A

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
MONOPRIX IS SMALL AND BIG

FROM THE SMALLEST

CONVENIENCE STORES

SUPERMARKETS

TO THE BIGGEST

DEPARTMENT STORES

DOWNTOWN SPECIALIZED STORES
MONOPRIX IS UNIQUE

- FRESH PRODUCTS: 37%
- FOOD: 66%
- GROCERY FMCG: 29%
- NON FOOD: 34%
- HOME/LEISURE: 7%
- TEXTILE: 14%
- HEALTH & BEAUTY: 13%

High margin

High traffic
MONOPRIX IS DIFFERENT

BUTCHER DELI & CATERING

BAKERY & PASTRY

WINE CELLAR

HEALTH & BEAUTY

CHEESE
WHAT IS MONOPRIX?
A PIONEERING SPIRIT
MONOPRIX IS THE FIRST TO CONQUER THE CITY CENTRES

MONOPRIX IS THE FIRST TO MAKE FOOD AND FASHION AFFORDABLE TO EVERYONE

MONOPRIX IS A TRAILBLAZER IN NEW PATTERNS OF CONSUMPTION
WHO ARE MONOPRIX COMPETITORS?
EVERY LOCAL RETAILERS FOR CITY DWELLERS
WHETHER PHYSICAL, VIRTUAL... OR BOTH
LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

WHO ARE MONOPRIX CUSTOMERS?
MONOPRIX IS TARGETING CITY LOVERS

TOTAL URBAN POPULATION, FRANCE

PERSPECTIVE MONDE, SOURCE: BANQUE MONDIALE, KANTAR WORLD PANEL
MONOPRIX IS TARGETING HEDONISTS

CUSTOMERS ALLOCATION, FRANCE

Supermarkets

- Brand lovers: 13.6%
- Carpe diem: 12.1%
- Special offer hunters: 10.4%
- Resigned: 11.5%
- Thrifty: 13.8%
- Uninterested: 16.1%
- Self-control: 14.7%
- Organic citizens: 18%

MONOPRIX

- Brand lovers: 8.2%
- Carpe diem: 18.3%
- Special offer hunters: 7.5%
- Resigned: 6.3%
- Thrifty: 6.7%
- Uninterested: 16.4%
- Self-control: 16.3%
- Organic citizens: 19.9%
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

* Data YDT – end of July
WHAT IS MONOPRIX STRATEGY?
WHAT IS MONOPRIX VALUE?
N° 1 on Originality

Originality

- Monoprix: 29%
  - Product 1: 21%
  - Product 2: 19%
  - Product 3: 13%

Freshness of the Products

- Monoprix: 37%
  - Product 1: 35%
  - Product 2: 25%
  - Product 3: 19%
SERVICES

N° 1 on INNOVATION

Brand image tracking, Repères Institute
GLOBAL STORE PERCEPTION

N° 1 ON QUALITY

MONOPRIX

QUALITY

Pleasure

MONOPRIX
LET'S DISCOVER MONOPRIX
REINVENTING CITY LIVING
4TH NOVEMBER 2016
LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

MONOPRIX IS FASHION
A strong dedicated **Unique and Consistant** style
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.

Uniforme Sept.
Islande Oct.
Seventies chic Oct.
Ambre Nov.
Chimère Nov.
WITH A SPECIALISTS INTERNAL ORGANIZATION
DESIGN, PURCHASES, QUALITY, FIT AND MANAGEMENT...

170 FASHION, HOME AND LEISURE SPECIALISTS
## AN AFFORDABLE PRICE POSITIONING

### MONOPRIX

<table>
<thead>
<tr>
<th>Outfit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€19.99</td>
<td></td>
</tr>
<tr>
<td>€27.99</td>
<td></td>
</tr>
</tbody>
</table>

**Outfit: €47.98**

### ZARA

<table>
<thead>
<tr>
<th>Outfit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€19.95</td>
<td></td>
</tr>
<tr>
<td>€29.95</td>
<td></td>
</tr>
</tbody>
</table>

**Outfit: €49.90**

### MANGO

<table>
<thead>
<tr>
<th>Outfit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€19.99</td>
<td></td>
</tr>
<tr>
<td>€29.99</td>
<td></td>
</tr>
</tbody>
</table>

**Outfit: €49.98**

### H&M

<table>
<thead>
<tr>
<th>Outfit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14.99</td>
</tr>
<tr>
<td></td>
<td>€24.99</td>
</tr>
</tbody>
</table>

**Outfit: €39.98**
New consumption habits and new market opportunities: **SPORTS & LEISURE**
MONOPRIX: GUESTS 2016/10

VALENTINE GAUTHIER
POUR
MONOPRIX

Sales period: 2016.10.12

Sales period: 2016.10.26
New Yorkers, **Don Carney and John Ross** were known through their original and unique collections designed for Home and Fashion accessories. They were used to create accumulations attached to an office specialized in curiosities.

For Monoprix, the duo has definitely chosen to use a gallery of animals through animating various home decoration wares and also, for the first time, with garments.
The first Monoprix located in rue Royale
A Pop Up store in Maxim’s from 16 to 20 November 2016
LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016
DIVERSIFIED SET OF QUALITIVE FORMATS
## A Diversified Set of Qualitive Formats...

<table>
<thead>
<tr>
<th>Format</th>
<th># Integrated Stores *</th>
<th># Franchised Stores *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONOPRIX</strong></td>
<td>287</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The leading city-center retailer, with an average retail surface area of 1,800 sqm designed to appeal to an active urban, mostly female shoppers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Very broad (30,000 items) and innovative offering of food and non-food products, with a wide range of private label products</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th># Integrated Stores *</th>
<th># Franchised Stores *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>monop</strong></td>
<td>85</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Convenience format, retail around 300 sqm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Highly practical and welcoming stores providing a varied selection of products to meet daily needs as well as unexpected shopping.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Operating in densely-populated urban areas and alongside motorways</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th># Integrated Stores *</th>
<th># Franchised Stores *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>monop•daily</strong></td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Combination of food-to-go and ultra-freshness, with an average retail area of 50 to 100 sqm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offering a broad range of snacks, ready-to-eat meals, dairy products, beverages, fruits and desserts</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th># Integrated Stores *</th>
<th># Franchised Stores *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NATURALIA</strong></td>
<td>137</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The leading specialist retailer of organic and natural products in Greater Paris, with more than 110 shops offering more than 6,000 SKUs per store</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th># Integrated Stores *</th>
<th># Franchised Stores *</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>537</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td>639 stores in France / 738 stores total worldwide</td>
<td></td>
</tr>
</tbody>
</table>

* End of September 2016
CAPACITY TO COVER ALL AREAS FROM 10 TO 5 300 sq.m...
WITH A STRONG FOOTPRINT IN PARIS AND CITY CENTERS

Present in 84 cities with more than 50,000 inhabitants:

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

100% top Challenge cities

Monoprix banner owns:

54% in number of stores:

- 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 in more than 250 cities in France

Monoprix

...
639 STORES ACROSS MAJOR FRENCH CITIES
EXAMPLE OF LARGE ICONIC STORES WITH TOP AND INCOMPARABLE LOCATIONS IN CITY CENTERS

PARIS
- BEAUGRENELLE 3,133 sqm
- CHAMPS ELYSÉES 1,560 sqm
- MONTPARNASSE 4,995 sqm

LILLE
- CROISÉ LAROCHE 5,374 sqm

LYON
- CROIX ROUSSE 3,330 sqm
- GRAND BAZAR DE LYON 3,020 sqm

MARSEILLE
- ROND-POINT 4,316 sqm
MONOP’ THE CONVENIENCE STORE OF MONOPRIX
CONTINUOUS SALES GROWTH AND AN ACCELERATED EXPANSION

### Total Gross Sales in €m

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014*</th>
<th>2015</th>
<th>2016 LE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated stores only</td>
<td>3,839</td>
<td>4,014</td>
<td>4,127</td>
<td>4,217</td>
<td>4,262</td>
<td>4,224</td>
<td>4,330</td>
<td>4,...</td>
</tr>
</tbody>
</table>

#### Average number of store openings

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 - 2010</td>
<td>24</td>
<td>36</td>
<td>66</td>
</tr>
<tr>
<td>Including number of franchised stores</td>
<td>8</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>

- 2014: impact of store transfers to competitors due to anti-trust decision
- **Including franchised stores gross sales**

**Total turnover under banner**

€5.1bn

**CAGR** (2009-2015)

+2.0%

**Annual sales increase**

+€491m

---

**Monoprix**

45
**MULTI-CHANNEL & MULTI-FORMATS DEVELOPPEMENT**

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

<table>
<thead>
<tr>
<th>OMNICHANNEL GROUP</th>
<th>HIGH TRAFFIC AREAS</th>
<th>CITY CENTER</th>
<th>SPECIALIZED FORMATS</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONOPRIX</strong></td>
<td><strong>MONOPRIX</strong></td>
<td><strong>NATURALIA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>monop³</strong></td>
<td><strong>monop³</strong></td>
<td>NATURALIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>monop daily</strong></td>
<td><strong>monop daily</strong></td>
<td>NATURALIA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OBJECTIVES FOR EACH CHANNEL**

- Continue with our historic partners
- Seeking new partnerships
- Exploring new places

- Development of new confirmed concepts
- Accentuate selection in cities > 50 000 h
- Continue decrease fixed assets/m²

- Naturalia organic food’s top player
- Test new format fashion / beauty
- Watch over acquisition opportunities

- Become the web key player in city centers
- Develop significantly fashion / beauty business
- MSR integration and development
... AND STILL SIGNIFICANT GROWTH POTENTIAL

<table>
<thead>
<tr>
<th>TOP 20 MAIN CITIES</th>
<th>MONOPRIX</th>
<th>monop</th>
<th>NATURALIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 PARIS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2 LYON</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>3 MARSEILLE / AIX-EN-PROVENCE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>4 TOULOUSE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>5 BORDEAUX</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>6 LILLE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>7 NICE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>8 NANTES</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>9 STRASBOURG</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>10 RENNES</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>11 GRENOBLE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>12 ROUEN</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>13 TOULON</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>14 MONTPELLIER</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>15 DOUAI LENS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>16 AVIGNON</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>17 SAINT-ETIENNE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>18 TOURS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>19 CLERMONT-FERRAND</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>20 NANCY</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

*43% OF TOTAL FRENCH POPULATION

**Source:** INSEE
## HIGHT POTENTIAL GROWTH FOR PROFITABLE FORMAT

<table>
<thead>
<tr>
<th></th>
<th># of stores</th>
<th>Presence of Monoprix (# of cities)</th>
<th>Market growth</th>
<th>Potential Monoprix growth</th>
<th>Including franchise potential</th>
<th>Profitability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONOPRIX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>287</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015</td>
<td>313</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015</td>
<td>224</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td><strong>MONOPRIX .fr</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015</td>
<td>162</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td>++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>MONOPRIX .daily</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>49</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015</td>
<td>129</td>
<td></td>
<td></td>
<td>+</td>
<td>++</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>++</td>
<td>+++++</td>
<td></td>
</tr>
<tr>
<td><strong>NATURALIA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>64</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2015</td>
<td>129</td>
<td></td>
<td></td>
<td>+</td>
<td>+++</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>++</td>
<td>+++++</td>
<td></td>
</tr>
</tbody>
</table>

**+200 stores in 5 years**

**High growth potential**

**High profitability**
LET’S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

GROUPE CASINO

NOURRIR UN MONDE DE DIVERSITÉ
NATURALIA

THE STORY OF ORGANICS
LET'S DISCOVER NATURALIA

4TH NOVEMBER 2016

FRENCH ORGANIC MARKET
TURN-OVER AND EVOLUTION FROM 1999 TO 2015

€m

1,000 1,565 2,070 2,606 3,149 3,517 3,922 4,189 4,555 5,021 5,759

+10.2%
+14.7%

x 5.7 in 10 years

+20% growth in the first half of 2016

Source: Agence Bio
STEADY INCREASE OF SPECIALISTS STORES’ GROWTH

GENERALISTS
44.6% (-1.4 pt)
MONOPRIX

SPECIALISTS
36.5% (+0.7 pt)
NATURALIA

OTHERS
18.9% (+0.7 pt)

Source: Kantar Worldpanel
1 NEW ORGANIC STORE IS OPENING **EVERY 2 DAYS IN FRANCE**

<table>
<thead>
<tr>
<th>OWNED SHOPS</th>
<th>FRANCHISES</th>
<th>COOPERATIVE MOVEMENTS</th>
<th>TOTAL STORES IN 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="biocoop" /></td>
<td><img src="image" alt="La Vie Claire" /></td>
<td><img src="image" alt="Biomonde" /></td>
<td><strong>NATURALIA</strong></td>
</tr>
<tr>
<td><img src="image" alt="naturalia" /></td>
<td><img src="image" alt="Satoriz" /></td>
<td><img src="image" alt="natureo" /></td>
<td>129*</td>
</tr>
</tbody>
</table>

* 126 owned stores + 3 franchises

Source: Bio Linéaires
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

Source: Agence Bio
28,725 French farms apply organic or biodynamic methods (data by the end of 2015)

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)

300,000 hectares are switching to organic methods

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

Source: Agence Bio
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1973</td>
<td>NATURALIA IS LAUNCHED BY TWO FARMERS</td>
</tr>
<tr>
<td>1985</td>
<td>TAKEN OVER BY TWO ENTREPRENEURS</td>
</tr>
<tr>
<td>1997</td>
<td>39 SHOPS BOUGHT OUT BY MONOPRIX</td>
</tr>
<tr>
<td>2001</td>
<td>AB ORGANIC CERTIFICATION introduced in France</td>
</tr>
<tr>
<td>2007</td>
<td>E-COMMERCE PIONEER: Launch of France First online retail venture for organic produce</td>
</tr>
<tr>
<td>2008</td>
<td>NATURALIA New logo</td>
</tr>
</tbody>
</table>
NATURALIA IS THE MOST DYNAMIC ORGANIC PLAYER WITH 37 NEW STORES OPENED IN 2015

2008
39 stores
ACQUISITION BY MONOPRIX

X 3.65
IN 8 YEARS

2016
142 stores
BY THE END OF SEPTEMBER
GREAT TASTE IS WHAT WE DO

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

- 3,900+ grocery products of which around 300 are gluten free
- 450+ fruit and vegetables, seasonally-led
- 1,000+ vitamins & food supplements
- 150+ products sold in bulk
- 860+ natural beauty items
- 370+ drinks
- 2,200+ fresh, sold over the counter or frozen products
- 250+ green products

Statistics March 2016

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
Nous avons un produit miracle contre le mal de dos.

Nouveau: Naturalia livre à domicile.

Votre fidélité récompensée

10% de remise
sur votre panier
Tous les 500 points

Renseignez-vous sur notre programme fidélité auprès de l'équipe.
LET'S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016
LET’S DISCOVER MONOPRIX

REINVENTING CITY LIVING

4TH NOVEMBER 2016

4M MONOPRIX
THE 4 M MONOPRIX

M like MARQUE
M like MODERNITÉ
M like MULTICANAL
M like MAGASINS
ONE OF THE FAVOURITE BRANDS IN FRANCE

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

Source: KANTAR WORLDPANEL
like MODERNITÉ

VALENTINE GAUTHIER
POUR MONOPRIX

Christophe Adam

Aoki

SOCIÉTÉ NATIONALE DES MEILLEURS OUVRITRS DE FRANCE

MONOPRIX
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

UNIQUE ASSETS
EXPERTISE IN DELIVERY
CENTRALIZED SUPPLY CHAIN AND IT

AN EFFICIENT LOGISTICS
MARKET PLACE
To offer more to our customers

#01 HOME

#02 FASHION

#03 LOCAL

cdiscount.com

MON SHOW ROOM

MONOPRIX
3 LEADING FORMATS

MONOPRIX
CITY CENTERS
314 stores

monop’s
CONVENIENCE
183 stores

NATURALIA
OWNED ORGANIC STORES
142 stores
A SUCCESSFUL MIX

FOOD

FASHION

HOME
<table>
<thead>
<tr>
<th></th>
<th>Market growth</th>
<th>Potential Monoprix growth</th>
<th>Profitability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONOPRIX</strong></td>
<td>=</td>
<td>++</td>
<td>+++</td>
</tr>
<tr>
<td><strong>MONOPRIX.fr</strong></td>
<td>+++</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>monop</strong></td>
<td>+</td>
<td>+++</td>
<td>++</td>
</tr>
<tr>
<td><strong>monop daily</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NATURALIA</strong></td>
<td>++</td>
<td>+++</td>
<td>+++</td>
</tr>
</tbody>
</table>

**Hight growth potential**

**High profitability**
MONOPRIX

STRONG BRAND

STRONG ASSETS

STRONG TEAM