
PRESS RELEASE

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THE CONFORAMA AND CASINO GROUPS ENHANCE AND EXPAND THEIR PURCHASING ALLIANCE BY SETTING UP A JOINT COMPANY DEDICATED TO INTERNATIONAL SERVICES

After announcing, on 19 September 2016, the creation of "Mano", their alliance to optimise purchasing in France of household appliances (both white and brown goods) from the main international suppliers, the Conforama and Casino groups have enhanced their current cooperation by creating an international company named "SICA" dedicated to international services.

This company will also include other Steinhoff International Group banners to create an alliance with a global reach.

SICA will develop a portfolio of international services through a wide range of suppliers comparable to that of Mano, in order to facilitate and optimise supplier/distributor partnerships and enhance the competitiveness of both groups.

The new entity will begin operations for the 2017 negotiations.

About:

Conforama, a major player in the European household goods market, currently operates a total of 287 stores, of which 204 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

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*

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