

Casino Group and start-up studio RedPill form relevanC, a new data player in France

Paris – 11 October 2017

The Casino Group and start-up studio RedPill have launched relevanC, a start-up that aims to offer the digital ecosystem additional, more relevant data based on consumers' actual purchases rather than solely on their online behaviour. By linking the encrypted data collected from a loyal Casino Group customer with an online login, relevanC can, completely anonymously, correlate online browsing data and offline buying data for millions of consumers.

The result, for the first time in France, is a platform capable of integrating data that is both quantitatively big (covering nearly 50 million profiles) and qualitatively rich, derived from several million online and offline transactions every month.

This unrivalled consumer intelligence will be offered to advertisers, advertising agencies and market research firms, with an open platform and simple, transparent marketing solutions, to enable them to more effectively understand, target and win over consumers, while measuring the performance of their campaigns in real time. As a result, consumers will benefit from more targeted advertisements that are directly aligned with their expectations and buying behaviour.

After several years of strong growth, the digital advertising market now accounts for more than one-third of total French advertising spend.

Against this backdrop, companies are increasingly seeking to leverage their data more effectively, so as to make their advertising and marketing more relevant and personalised, thereby improving the performance of their campaigns.

In early October, a survey of France's top 100 advertisers published by BVA/Limelight Consulting showed that:

- 70% believe that data is a core issue for their advertising and marketing needs.
- More than half want to use data to help them to understand their targeted consumers better, to learn more about their customers and to target them more accurately.
- Half of them said they have been disappointed with the outcomes from the use of data in their advertising campaigns, or have not yet tested their use, primarily because using data is a complex, hard-to-understand process that lacks transparency.
- In an ideal world, data should be used mainly to target an audience more precisely, for 66% of respondents, to measure the impact and performance of advertising campaigns more accurately (66%), and to ensure that the campaigns only reach useful targets (61%).

Currently, the main data that are widely available for advertisers are collected from search engines, social media and other digital channels, which analyse online behaviour.





relevanC offers a richer, more effective solution by also compiling the data from the millions of transactions performed in all of the Casino Group's banners in France:

- Online, on the Group's various websites, particularly Cdiscount, one of France's leading e-tailers.
- In brick-and-mortar stores (Géant Casino, Casino Supermarkets, Monoprix, Franprix, Leader Price, Naturalia and convenience formats), totalling 60 million transactions a month.

These shopping data are anonymised, linked to a unique login (relevanC ID) and compiled in nearly 1,100 segments, created by relevanC and covering the full array of consumer profiles.

The breadth and depth of this data mean that advertisers can connect with different customer types in a personalised, highly efficient way based on their actual shopping decisions. Using the Rich Data Solutions Platform created by relevanC, they will be able to:

- Understand, statistically and anonymously, who their customers really are, what they buy and what interests them, both online and offline.
- Build and activate audiences to deliver targeted, impactful advertising.
- Measure the in-store performance of any type of advertising campaign.

Marco Tinelli, Chairman of relevanC, said: *"We've worked hard, and there's still a lot to do. But by sending high-quality data directly from the check-out to a digital ecosystem, we have changed the game, breaking new ground in terms of the quantity, quality and freshness of processed information. And it's also a first because we've built an online platform that enables every brand and its agency to manage this data and to use them simply and transparently across the web."*

Julien Lagubeau, Chief Operating Officer of the Casino Group, said: *"Casino's strategy is to identify and occupy new growth markets that are related to our core retailing business, as we have done in emerging economies, e-commerce with Cdiscount and commercial real estate, particularly with the Mercialis property company. We're also doing it in the field of energy. The creation of relevanC, a new, high-potential digital data business, is fully in line with this goal."*

Emmanuel Grenier, Chief Executive Officer of Cdiscount, said: *"relevanC is committed to eliminating the boundaries between physical and online retailing because for the customer, the separation makes no sense. Our customers want to be understood and recognised, so that every time they come in contact with the Group, in every canal and on every device, their experience is personalised. For Cdiscount, this is an opportunity to anonymously access in-store shopping data for a portion of its customers and to understand them better. It is now up to us to leverage this additional data to guide our customers more effectively and offer them a bespoke experience."*

Cyril Bourgois, Chairman of the Board of relevanC, Director of Operations of Casino, said: *"By linking the anonymised data collected from a loyal Casino Group customer with an online login, relevanC can, completely anonymously, correlate personal online browsing data and offline buying data for millions of individual consumers. This will enable each of our banners to personalise its customer relationships. It will also enable us to provide advertisers, agencies and market research firms with a powerful, innovative tool for more effectively understanding their consumers, improving their digital campaigns and measuring the impact in real time."*





Axel Canus, Vice President, Strategy for relevanC, said: *“In the near future, we’re going to build media partnerships around this transactional data, which are unlike any other in the marketplace and represent our core competency. With these premium partners, we’ll add content data and media brands to our segments, to enable the brands to understand not only what people are buying or would like to buy, but also which media they use, both online and offline. We’re not an advertising agency, a media outlet or a market research firm; we’re a marketing solutions platform built on data, which we want to ensure is as rich and as comprehensive as possible.”*

Tristan Toulemonde, Chief Business Officer of relevanC, said: *“We define relevanC as a Rich Data Solutions Platform unlike any other, thanks to its granular, cross-channel and reliable big data. You can use it in all types of ways, including to understand your consumers, activate your prospects and measure and optimise the performance of all your marketing campaigns. We’re going to work with our partners to devise roadmaps to keep our products upgraded and aligned with their needs, but with a constant eye on keeping our big data relevant. We have already conducted initial tests with certain advertisers and agencies. The results have been very satisfactory, with campaigns using relevanC showing an average 50% improvement in performance.”*

Marco Tinelli concluded: *“relevanC is committed to becoming a foundation for AdTech in France, enabling stakeholders throughout the ecosystem to enhance the entire process.”*

About relevanC

relevanC is a subsidiary of the Casino Group and RedPill, whose vision is to build the most massive, comprehensive qualitative database on the spending habits of French consumers, their buying intentions and their behaviour. This asset is the core component in the relevanC Marketing Solutions Platform being offered to all advertisers and their agencies so that they can confidently, transparently and successfully increase the performance of their campaigns. www.relevanc.com

About the Casino Group

The Casino Group, France’s second-largest food retailer in number of customers, operates more than 8,000 stores nationwide, with more than 180 million visits every quarter. It reported €18.9 billion in sales in France in 2016, across every format (hypermarkets, supermarkets, discount stores, convenience stores, city markets, seasonal stores, etc.). Its Cdiscount subsidiary is France’s second leading online retailer, with more than 15 million unique visitors a month and €3 billion in business volume including taxes in 2016.

About RedPill

RedPill is a start-up studio, dedicated to imagining, creating and deploying disruptive start-ups that leverage digital technology and data. RedPill start-ups can be launched in full RedPill mode or in partnership with manufacturers seeking to harness the real-world power of the digital transformation in their business. To launch and nurture its start-ups, RedPill is currently backed by around 50 highly talented employees in ideation and iterative business planning, growth hacking, technology, AI and data, and the hiring and management of digital talents. Founded in November 2015 by Sergine Dupuy, Marco Tinelli and Teva Choisnet, RedPill has already launched five start-ups: BeeBoss, Pharmacercle, MerciPourTout, Milouin and relevanC. www.redpill.paris





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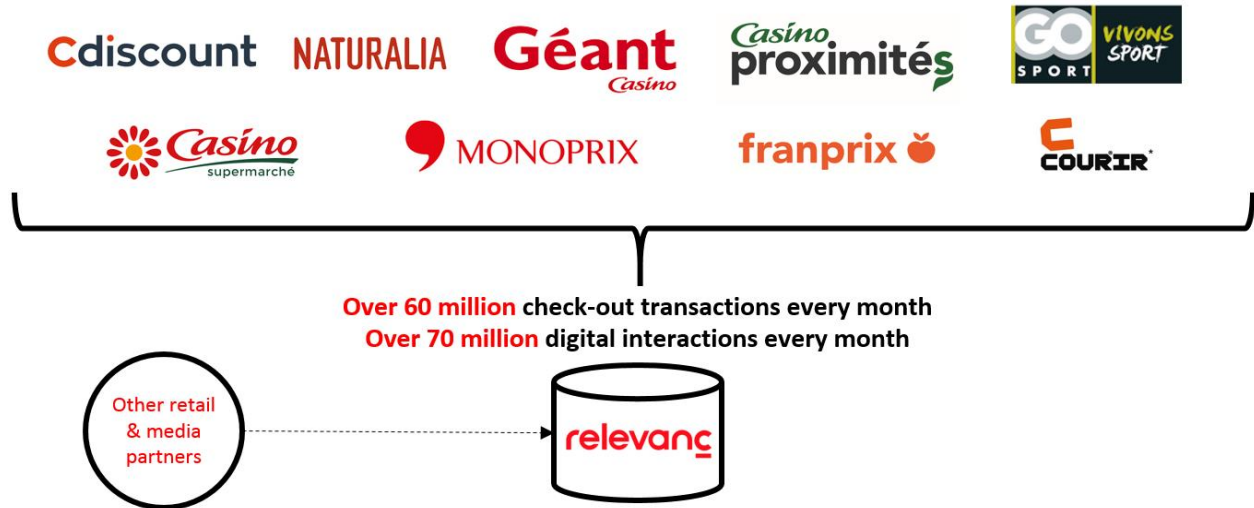
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1- An unrivalled source of rich big data

Unrivalled wealth of data



A target of collecting data on 100% of the French population by year-end 2017, representing around 50 million relevanC IDs, of which:

- Nearly 20% of profiles/relevanC IDs including measured in-store and online spending data.
- Nearly 35% of profiles/relevanC IDs including measured online spending data.
- Nearly 45% of profiles/relevanC IDs including online behaviour data and extrapolated buying intention.

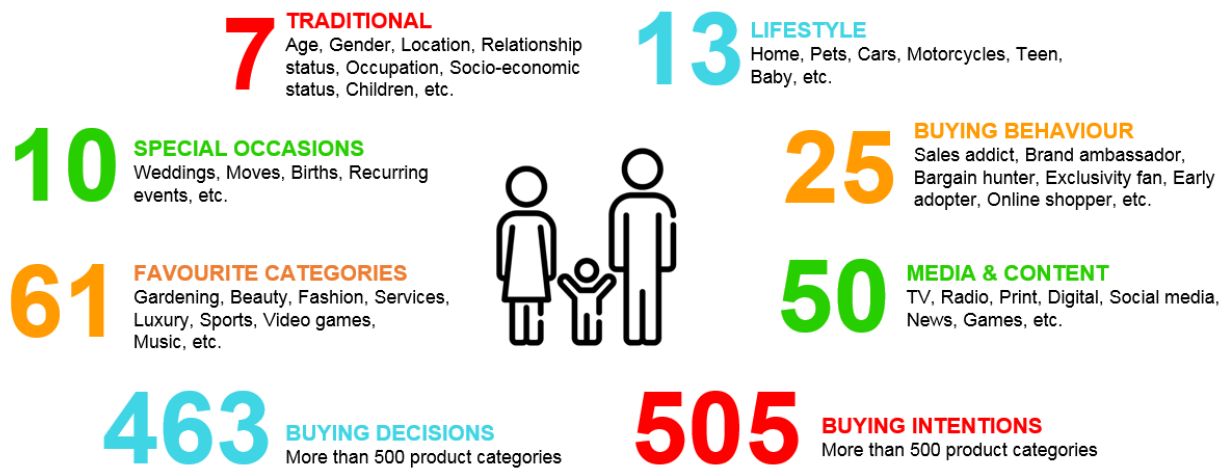


2- Unprecedented depth in each consumer segment

In addition to close to 968 consumer and buying intention segments, each day, relevanC calculates close to 100 additional scores that enable brands to fine-tune their targeting process and performance metrics.

Unrivalled consumer insight

Nearly 1,100 segments updated daily based on data gathered both online and in stores and crunched in the central relevanC data lake. Specific segments created for relevanC's key partners.



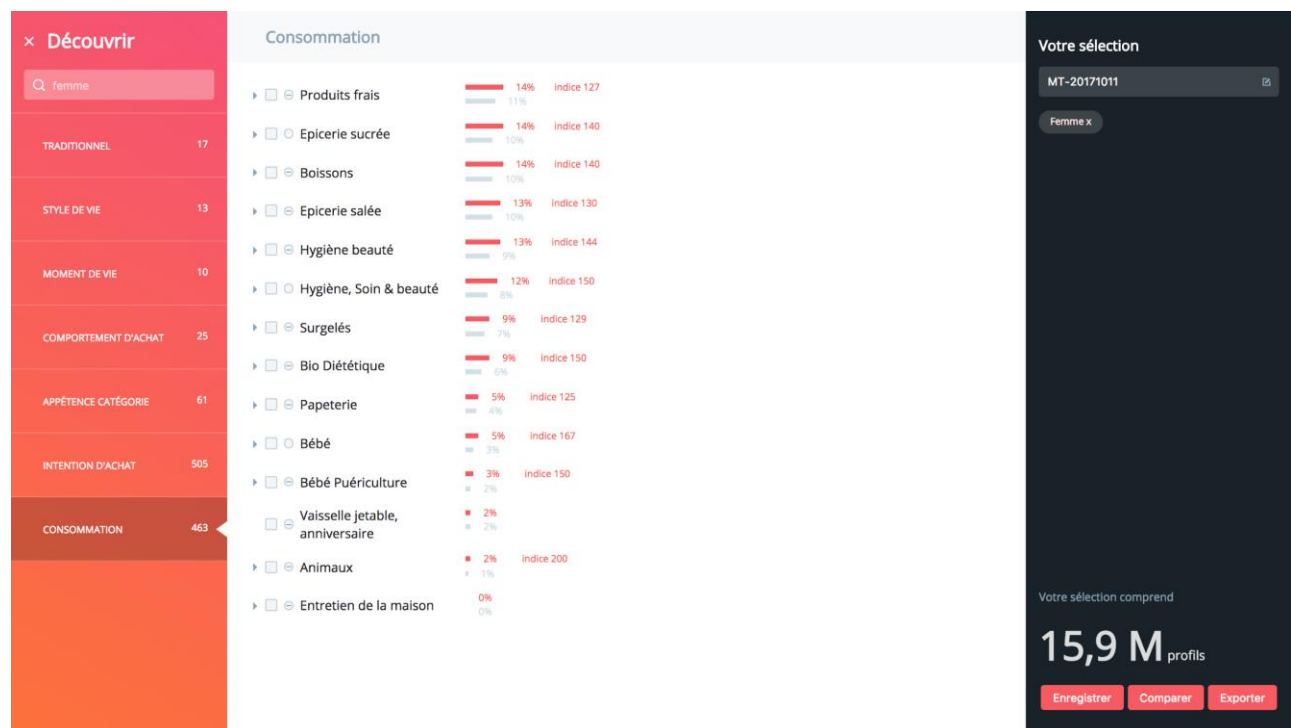
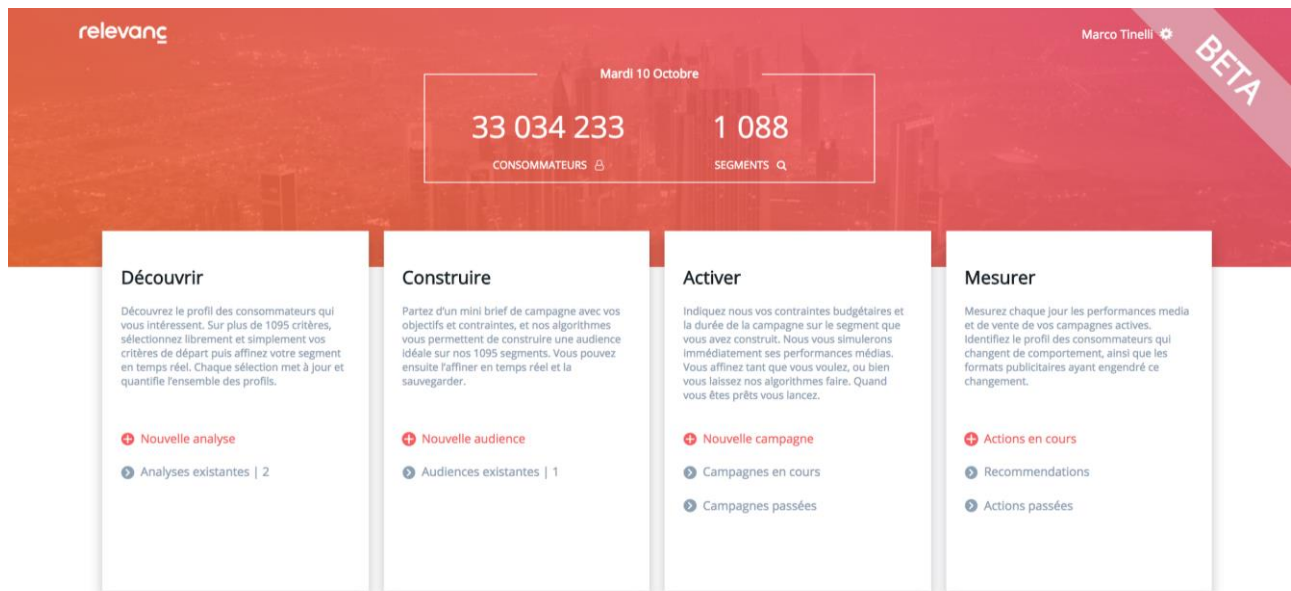
These segments are being built and constantly enhanced by a team of some 20 specialists in data-mining, artificial intelligence and machine learning.



3- The Rich Data Solutions Platform

For its customers, relevanC has built a proprietary, live platform, with spending data updated daily and browsing data in real time.

A brand or its agency can interact in real time with the data to discover who its consumers are, build advertising segments, activate them and measure their behaviour during campaigns.



4- relevanC solutions:

The relevanC model

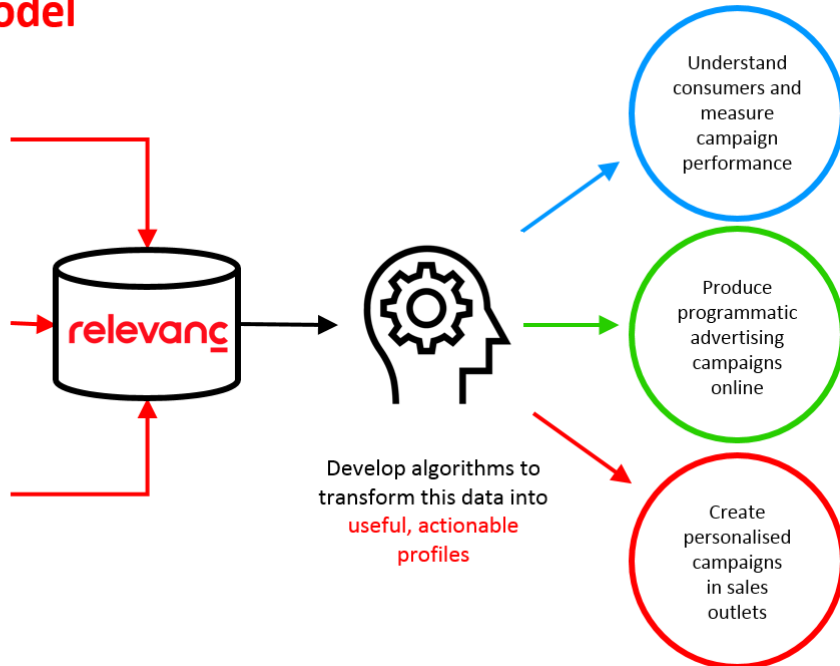
Track millions of
in-store transactions
every day

+

Track millions of
online transactions
every day

+

Track millions of
examples of
online behaviour
every day



A free subscription to the platform allowing real-time access to the aggregated figures of the entire relevanC consumer database, with the ability to create personalised reports

