



Press release

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Casino Group acquires all outstanding shares of RelevanC and reaffirms its consumer datamining ambitions

RelevanC, the start-up created on 11 October 2017 by the Casino Group and RedPill, offers mining and analytics services for high quality, relevant data, based on both consumers' actual in-store purchases and their online behaviour.

Mining these data makes it possible not only to conduct in-depth consumer studies, but also to roll out targeted digital advertising campaigns and measure their impact on actual brick and mortar sales.

RelevanC's initial launch phase, led by recently appointed Chief Executive Officer Adrien Vincent, has now been completed.

Specifically:

- the web platform for interfacing with advertisers, media agencies and research institutes has been designed and is now fully up and running;
- consumer data from the Casino Group's banners (Cdiscount, Monoprix, Géant, Casino Supermarkets, Franprix, etc.) have been enriched, thanks to partnerships formed with premium media, including TF1, Aufeminin.com, France Télévisions and Amaury Media;
- the performance measurement application, which determines the impact of a digital advertising campaign on actual in-store buying behaviour, has been developed and the initial outcomes with major food brands are promising.

After this successful incubation phase, Casino and RedPill decided to amend their agreements in order to launch the company's growth phase.

The Casino Group has now become RelevanC's sole shareholder and is reaffirming its goal of positioning itself in this new, fast-growing business by actively mining all the potential of its data.

About relevanc

relevanc is a subsidiary of the Casino Group, 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

A food and non-food retail specialist, the Casino Group generated €36 billion in sales in 2016 thanks to its 12,969 sales outlets, including 9,855 in France, and more than 227,840 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.

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