

Press release

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The Casino Group and L'Oréal France unveil "...le drugstore parisien"

Through its Franprix banner, the Casino Group is joining forces with L'Oréal France to launch "...le drugstore parisien", a never-before-seen concept for city-dwellers that is set to revolutionise the beauty and well-being shopping experience in the French capital.

Launched by the Casino Group through its Franprix banner in partnership with L'Oréal France, which will contribute its expertise as a leader in the beauty industry, the new "...le drugstore parisien" concept will offer a fully innovative beauty and well-being shopping experience, positioning itself as "the urban store for beauty from within, practical treats and serendipity [*the art of making unexpected discoveries*]."

Jean-Charles Naouri, Chairman of the Casino Group, stated: *"Innovation is central to Casino's activities. "...le drugstore parisien" is yet another example of our constant drive to innovate, which runs deep within the Casino Group. With "...le drugstore parisien", we aim to meet the new expectations of urban consumers. We are very proud to announce this new concept today, which is the result of an exciting partnership with L'Oréal – proof, if proof be needed, that major companies are also able to come together to invent and create unique, original places in line with contemporary city lifestyles."*

Jean-Paul Agon, Chairman and Chief Executive Officer of the L'Oréal group, said: *"We are delighted to be driving change alongside Casino by delivering a new beauty experience for consumers in France and, at the same time, bringing new life to the development of concepts at the forefront of new beauty consumer trends. Innovating and inventing new ways to meet consumer expectations is at the core of our DNA."*

The line-up on offer in "...le drugstore parisien" will range from beauty and well-being to over-the-counter pharmaceutical products, sewing kits, fun accessories and even healthy snacks and treats.

A number of L'Oréal brands will be available, including L'Oréal Paris, Maybelline, Garnier, NYX Professional Makeup, Essie and Sanoflore, as well as exclusive, expert brands so that shoppers can discover something new each time they visit.

Amenities designed specifically for urban consumers will also be on hand, such as free Wi-Fi, mobile phone charging points, water fountains, shoe-shining machines, sinks and dressing tables, dry cleaning, parcel pick-up points, light therapy areas, key exchange, one-hour Glovo delivery for certain products, and more.

Jean Paul Mochet, Chief Executive Officer of Convenience Banners at the Casino Group, explained: *"For several years now, we have been working to help convenience stores connect better with customers everywhere. In cities, we have been paying particular attention to the new ways space and time are used, which are radically changing consumer behaviours. The lines between work, culture and fun are being blurred, creating a new way of living. So city-dwellers need tailored products and services to make their lives easier. This goal was exactly what we had in mind when designing "...le drugstore parisien" – a unique, laid-back place that celebrates joy, pleasure and well-being amidst the hustle and bustle of Paris life."*

Hervé Navellou, Chief Executive Officer of L'Oréal France, commented: *"We are delighted and proud to be part of this start-up style collaboration with the Casino Group, proving that relationships with our retailers can be reinvented in ways that are innovative, constructive and, above all, beneficial for consumers, as long as they remain our top priority."*

The first two drugstores will open on 23 June in Paris at 66, rue de la Chaussée d'Antin (9th arrondissement) and 122, rue du Bac (6th arrondissement).

They will be open seven days a week, from 10 a.m. to midnight Monday to Saturday and from 11 a.m. to 8 p.m. on Sundays. One day a month, they will be open for 24 hours to offer Parisians exclusive events and well-being services.

About the Casino Group:

The Casino Group is a respected key player on the French retail market and an international leader in food retail, with more than 12,000 stores around the world (in France, Latin America and the Indian Ocean). The Group has developed a portfolio of strong, dynamic and complementary banners, thanks to more than 220,000 employees driven by their passion for retail and customer service, and generated net sales of €38 billion in 2017.

In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and its ability to adapt in order to satisfy the needs of its customers, today and tomorrow.

For more information, visit www.groupe-casino.fr/en.

About L'Oréal France:

"L'Oréal France" refers to the L'Oréal group's activities on the French market (namely Consumer Products France and Professional Products France, as well as the activities of Cosmétique Active France and L'Oréal Produits de Luxe France).

L'Oréal France covers the activity of the group's four operational divisions on the French market, while preserving the identity and unique features of each, based on their distribution channels.

With a portfolio of more than 50 brands (L'Oréal Paris, Lancôme, La Roche-Posay, Kerastase, etc.), including 20 that are mainly marketed in France (Mixa, DOP, Bien-Etre, Eau Jeune, etc.), France is the group's third biggest market in terms of sales, after the United States and China.

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