



*Press release*

Paris, 19 November 2018

## **The Casino Group and Lyf Pay, the mobile payment solution provider, strengthen their partnership to offer customers an enhanced, all-inclusive shopping experience**

**The Casino Group has stepped up its partnership with multi-channel mobile payment solution provider Lyf Pay and will acquire an initial interest of 5% in Lyf's share capital.**

The investment follows a period of close collaboration, initiated in 2017, during which the Casino Group and Lyf Pay developed innovative mobile payment-related solutions for use in Géant hypermarkets and Casino supermarkets across France, particularly via the Casino Max mobile app. The innovations include combined payment and loyalty services, deferred payment, payment in instalments for food shopping, and the Scan Express solution enabling shoppers to avoid queuing at the checkout.

After being successfully deployed at Géant hypermarkets and Casino supermarkets in an initial phase (to cover a total of more than 500 stores), **the Lyf Pay solution will continue to be rolled out over the coming months across the Group's other banners: Le Petit Casino, Leader Price, Franprix, Monoprix, and Naturalia.**

Cyril Bourgois, who heads up digital transformation and innovation for the Casino Group, said: "With this building-block partnership, the Casino Group and its banners are going to speed up joint development of a highly secure, digital mobile payment solution that will be available in all of the Group's stores in France. The goal is simple; we want to provide our customers with a fast, seamless, all-inclusive payment experience like the one already offered via the Casino Max app. With just one click on their smartphone, our customers should be able to pay for their items (now or later), use their loyalty benefits and vouchers, and get their receipts in the app or by e-mail, completely eliminating the need to bring a purse or wallet to our stores."

The aim of the partnership is to leverage new consumer behaviours to make everyday life easier for customers by providing them with an omni-channel shopping experience (thanks to a payment method that works in all stores and online) that is easier (because it combines payment, loyalty and ultimately other services), faster (less time spent at the checkout) and more personalised (because customers will receive targeted promotional offers). In this way, customers will each have access to their loyalty account, as well as their chosen payment methods and the associated financial services (such as payment in instalments) directly via the banner and/or the Lyf Pay app.

“This partnership confirms the Lyf Pay solution’s unique positioning at the crossroads of the payment and retail ecosystems,” said Christophe Dolique, Chief Executive Officer of Lyf Pay. “By uniting leading retailers and financial services companies, such as BNP Paribas, Crédit Mutuel, Auchan, Total, Mastercard and Oney, our solution will play an ever-increasing role in the day-to-day lives of consumers.”

The alliance will also enable the partners to develop and test new concepts, taking advantage of the variety of banners within the Casino Group, and to offer new cross-market solutions thanks to the different markets targeted by Lyf Pay.

“This new phase sees strategically related partners investing together to provide a mobile payment solution for their customers, who are looking for an increasingly seamless and all-inclusive shopping experience,” said Thierry Laborde, Deputy Chief Operating Officer and Head of Domestic Markets at BNP Paribas.

“The smartphone is central to everyday consumer life,” said Daniel Baal, Chief Executive Officer of Crédit Mutuel Alliance Fédérale. “This agreement rounds out the services offered through the Lyf Pay app, with payment in-store and online, digitalised loyalty services, friend-to-friend payment, donations, contactless payment and, in the very near future, online fundraising/group gifting and expense sharing. In short, it’s an all-in-one solution that our customers and members can enjoy by signing up easily and directly via the Crédit Mutuel and CIC mobile apps.

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### **About Casino group**

Casino Group is a well-established and key player in the French retail industry as well as a leader in the global food retail market, with more than 12,000 stores worldwide - in France, Latin America and in the Indian Ocean region. The Group has built up a portfolio of strong, dynamic and complementary banners, thanks to its workforce of over 220,000 people driven by a passion for retail and customer service, generating consolidated net sales of €38bn in 2017. In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and ability to adapt in order to meet customer needs, both today and in the future. For more information, [www.groupe-casino.fr](http://www.groupe-casino.fr).

### **About Lyf Pay**

Lyf proposes the whole ecosystem - merchants as well as consumers - an innovative, open and industrial payment solution servicing the customer relationship. Born from the merger of Ivory and Wa!, two proven mobile payment solutions, Lyf answers the major challenges of today's payment and commerce players: the development of new purchase experiences and the control of customer relationship and data that are related.

Users being still more mobile and connected, Lyf aims at settling mobile payment on the long term and puts the support of merchants at the heart of its concerns. In this context, Lyf created Lyf Pay, a mobile payment application which includes all the functions aiming to facilitate consumers' day-to-day life, in shops as well as over the Internet.

Including mobile payment, loyalty, coupons and dematerialized offers, as well as friends and family payments and charity donations, Lyf Pay is set to bring greater convenience and simplicity in consumers' day-to-day life.

Actively supported by leader players in their industries and numerous independent merchants and partners such as events specialists, entertainment and sport but also charity and student organisations, Lyf Pay is a proven solution.

Lyf Pay represents a unique approach in Europe, bringing together, within a strong governance framework, the leading players in their field: BNP Paribas, Crédit Mutuel\*, Auchan, Total, Mastercard, Oney,

Welcome within the world of Lyf Pay, the application that embodies today's payment.

### **About BNP Paribas**

BNP Paribas is a leading bank in Europe with an international reach. It has a presence in 73 countries, with more than 196,000 employees, including around 149,000 in Europe. The Group has key positions in its three main activities: Domestic Markets and International Financial Services (whose retail-banking networks and financial services are covered by Retail Banking & Services) and Corporate & Institutional Banking, which serves two client franchises: corporate clients and institutional investors. The Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporates and institutional clients) to realise their projects through solutions spanning financing, investment, savings and protection insurance.

In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the European leader in consumer lending.

BNP Paribas is rolling out its integrated retail-banking model in Mediterranean countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific.

### **About Crédit Mutuel\***

As a major European bank, known for its financial soundness and the quality of its ratios, the Crédit Mutuel sticks to its core business, i.e. retail banking, and to its mutualist values. It has diversified gradually: towards bank & insurance from the beginning of the 70s, and towards other activities (telecoms, tele-monitoring, contactless payment etc.) more recently. At the heart of its development strategy from the beginning, its technological expertise has made it a major European player.

(\*) Crédit Mutuel Anjou, Antilles-Guyane, Centre, Centre Est Europe, Dauphiné-Vivarais, Ile-de-France, Loire-Atlantique et Centre Ouest, Maine-Anjou, Basse Normandie, Méditerranéen, Midi-Atlantique, Nord Europe, Normandie, Océan, Savoie-Mont Blanc, Sud-Est.