



*Press release*

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**Cdiscount and Franprix combine their expertise and experience  
to generate unprecedented synergies  
across the physical and digital retail spheres**

**This innovative alliance between two Casino subsidiaries will leverage Cdiscount's significant expertise as the French leader in e-commerce and Franprix's extensive experience in urban convenience stores to offer consumers in France's cities the best possible customer experience.**

First and foremost, this unprecedented partnership enables Cdiscount and Franprix to expand their product offerings. Cdiscount customers, for example, now have **access to 800 items from the selective beauty and well-being line-up offered by Le Drugstore Parisien** via Cdiscount's marketplace.

Conversely, to expand the in-store non-food offering, **Cdiscount sections will soon be created within Franprix outlets**, offering an exclusive line-up, from small household appliances to high-tech products.

In addition, drawing on its experience as France's leading online wine merchant, **Cdiscount is helping Franprix to renew its wine assortment**. A promotional campaign starting in spring 2019 will enable the banner's customers to try new wines every month.

Cdiscount will also use its expertise in digital technology to support Franprix's digital transformation and speed up the implementation of its omni-channel strategy.

**A premium delivery service**

**In September 2019, the two banners will launch an express delivery service bringing food items (including hot meals) as well as certain key non-food products to the doorsteps of their Parisian customers in under 30 minutes. The offer will be available both online and via a mobile device.**

Thanks to a selection of essentials from its grocery, fruit and vegetables and fresh foods sections, the best of Franprix will be available for delivery, including its famous rotisserie chickens and freshly squeezed fruit juices, which are among the banner's biggest sellers.

Supported by a network of dozens of Franprix stores, the new service will also enable the express delivery of highly anticipated headline products, such as the latest-generation smartphone or video game.

A 90-minute delivery service will be available for a selection of products chosen from Cdiscount's best-selling items and essentials, such as telephones, toys, household appliances and tools.

### **Enhanced presence in the Paris region**

In the home delivery market, which is particularly strategic in the Paris region, the challenge is to provide a digital retail offering while maintaining close ties with consumers. Cdiscount and Franprix are meeting that challenge by combining digital solutions with the coverage provided by Franprix's network of 900 stores – or one store every 500 metres. This way, they can offer service quality and speed while also preserving the privileged relationship between local stores and their customers.

By bringing together Cdiscount's vast audience of 20 million unique visitors per month with Franprix's expertise in food retail and its already well-established presence in the greater Paris region, the two banners will be able to further consolidate their position in this strategic geographic segment.

Commenting on the alliance, **Jean-Paul Mochet, Chief Executive Officer of Franprix**, said: "People living in large cities use whatever shopping solution suits them best on each occasion, without discrimination. An omni-channel offering is therefore essential. That's why we're providing Cdiscount with a physical presence and Cdiscount is helping us to establish a broader digital presence. But the most important aspect of the alliance between Franprix and Cdiscount is the combination of two synergistic service cultures. This will ultimately result in even stronger ties with our city-dwelling customers."

**Emmanuel Grenier, Chief Executive Officer of Cdiscount**, said: "Both of our banners have a dynamic innovation policy. Thanks to this partnership, our customers will now be able to benefit from a comprehensive and high-quality food offering delivered in just 30 minutes. Franprix's in-depth knowledge of the convenience retail segment and its strong presence in France's main cities will enable us to improve the customer experience and strengthen Cdiscount's footing in Paris and its region."

**Jean-Charles Naouri, Chairman of the Casino Group**, stated: "I'm very proud to announce this partnership between Franprix and Cdiscount. At a time when the demand for immediacy is constantly increasing, particularly among busy urban consumers, this partnership between two experts in their respective fields will notably enable us to push back the boundaries in terms of delivery times for food and non-food products in Paris. This alliance between two Casino Group banners proves that it's possible to take innovation to the next level, by generating unprecedented synergies across the digital and physical retail spheres."

#### **About Cdiscount**

*Cdiscount.com is a subsidiary of the Casino Group. France's leading non-food online retailer, the website generated more than €3.6 billion in gross merchandise volume (GMV) in 2018, including its marketplace, which has rapidly expanded to more than 10,000 vendor partners. Its goal is to make everyday products and services accessible to all by drawing on its core values of proximity and boldness.*

**About Franprix**

*With 900 stores in the Paris region and in the cities of the Rhone Valley and the Mediterranean basin, Franprix is the Casino Group's convenience store banner for urban conglomerations. Franprix is firmly committed to putting people at the centre of the retail experience and its stores are an integral part of its customers' daily lives. Franprix offers an extensive food line-up that caters to the needs of urban dwellers looking for quality, innovation, authenticity and flavour. The banner also offers local services to make its customers' lives easier.*

*Its new lifestyle retail store concept won the Grand Prix Sirius 2018 award from France's Institut du Commerce and the Janus 2019 award from Institut Français du Design. Franprix was voted Best Banner and Franchise of the Year in the convenience store category and also received a Cross-Canal 2019 award from LSA for its customer relationship programme Bibi.*

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