

## **Cdiscount launches a new strategic activity for businesses to accelerate European e-commerce**

Leveraging on its leading e-commerce expertise, Cdiscount is announcing a new phase in its development with the launch of a BtoB activity: a complete marketplace solution (technology, offer, logistics) that enables commerce retailers – physical and pure player – to develop their ecommerce activity. This movement strengthens Cdiscount's profitability and international growth strategy.

### **E-commerce growth is essentially driven by marketplaces**

Since 2014, global ecommerce growth has been increasing by 15% a year. This momentum is essentially driven by marketplaces which have recorded a 21% growth versus 9% for traditional retailer websites. (Source: Digital Commerce 360). The same trend is observed in Europe. It reflects consumers' expectations, who are turning to online players capable of offering the broadest possible choice.

### **Digital transformation, a major challenge for distributors**

Since consumers have adopted ecommerce as a way of daily consumption, some distributors now find themselves in the situation where they need to boost their online activity. In that regard, the ability to quickly reach a critical size is crucial.

### **A marketplace turnkey: technology, supply and logistics**

Over the past 10 years, Cdiscount has developed a leading marketplace in Europe with proven know-how in ecommerce, a unique catalogue of marketplace sellers, as well as a leading-edge technological and logistical expertise. To accelerate European ecommerce, Cdiscount is now launching a dedicated activity to propose these unique assets.

Cdiscount will offer distributors and pure players, in France and abroad:

- The creation of their marketplace with its technological platform and IA expertise,
- Access to its 100-million-product-catalogue offered by 13,000 French and international qualified sellers,
- Leading supply chain with its fulfilment solution, already used by more than 2,5000 sellers French and international sellers,
- Day-to-day support to optimize their marketplace activity (the recruitment of sellers, quality supervision...).

This solution is unique on the market due to its complete nature. It is designed for all retail players and offers solutions adapted to their activity, their development ambitions, and their digital maturity to enable them to scale up. The solution will be deployed primarily in Europe, Africa and the Middle East, which represents an e-commerce market of more than 600 billion (Source: FEVAD, Statista).

**For Emmanuel Grenier, Cdiscount's CEO** « *This new strategic pillar is a strong leverage for our international growth and profitability. It is as structuring as the launch of our marketplace ten years ago. As a European digital leader, we are offering our expertise to distributors and pure players to enable them to develop their marketplace. Through the launch of this new activity, we are taking this technological, logistical and e-commerce proposal to the European level to contribute to the emergence of an alternative digital model* ».

**About Cdiscount :**

*Cdiscount, a subsidiary of the Casino Group, is the French leading non-food online ecommerce platform with 100 million products, 10 million clients and over 23 million unique visitors every month. The Bordeaux-based company employs 2,000 people and generated €4 billion in gross merchandise volume (GMV) in 2019, including its marketplace, with more than 13,000 partner merchants.*

*Cdiscount aims to make access to products and services for as many people as possible while building an European digital economy that is solidary, sustainable and inclusive.*

**CONTACTS PRESSE****PROFILE**

[cdiscout@agence-profile.com](mailto:cdiscout@agence-profile.com)

Jennifer LOISON – 06 10 22 52 37

Titouan COULON – 06 59 30 87 66

Nicolas BRODIEZ – 06 15 93 52 10

**Direction de la communication**

Elody RUSTARUCCI – [elody.rustarucci@cdiscout.com](mailto:elody.rustarucci@cdiscout.com) – 06 18 33 17 86

Emilie DUFOUR [Emilie.Dufour@Cdiscount.com](mailto:Emilie.Dufour@Cdiscount.com) – 06 48 82 84 54