



INVESTOR DAY

« THE CARREFOUR OMNICHANNEL EXPERIENCE »

Carrefour is organizing today in Paris an Investor Day on “The Carrefour omnichannel experience.”

Several Carrefour operational executives will show, through concrete examples and local initiatives, how the Group is rolling out its multiformat and omnichannel model in all its countries. These presentations will be followed by store visits, illustrating the relevance of each format in this model.

Presentations will cover:

- The roll-out of Carrefour’s Multiformat and Omnichannel model;
- The use of CRM and data to engage with customers;
- The need for an adapted supply chain.

The slides presented during the Investor Day are available on Carrefour Group’s website, www.carrefour.com.

About Carrefour

A global leader and the reference in food retail, Carrefour operates nearly 12,000 stores and e-commerce sites in more than 30 countries. Carrefour is a multi-local, multi-format and omni-channel retail Group that employs more than 380,000 people worldwide and generated total sales of 103.7 billion euros under its banners in 2016. Every day, Carrefour welcomes 13 million customers around the world and is actively committed to quality and to more sustainable trade. The Group's Corporate Social Responsibility worldwide approach is built on three pillars: fighting against waste in all its forms, protecting biodiversity and working alongside the company's partners.

For more information: www.carrefour.com, @CarrefourGroup on Twitter

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