



## Strategic partnership between Decitre and RueDuCommerce in online book selling

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RueDuCommerce, a major e-commerce player in France, and Decitre, the century-old book retailer and number four player in France for online book selling, have just combined their expertise to offer an online book selling and reading advice platform through a strategic partnership.

### A strategic partnership for both parties

With this agreement, Decitre becomes the RueDuCommerce and Alapage websites' preferred new book and reading advice provider. The century-old book retailer will contribute its 650,000-strong catalogue of French books and its proven editorial advice excellence to the various audiences. This database is a benchmark for online bookselling and is already used by websites such as Google and PriceMinister.

Decitre will be in charge of book indexing, cataloguing, procurement and inventory management on behalf of the RueDuCommerce and Alapage websites.

RueDuCommerce will strengthen its status as a global e-commerce leader by expanding its offering with a book category.

The Alapage website, recently integrated by RueDuCommerce, will benefit from the depth and advice capability of Decitre to strengthen its book offering and thus consolidate its status as a top tier multi-cultural website (music, cinema, publishing etc.).

RueDuCommerce will continue, in partnership with Decitre, to develop Alapage's original business of book database rental prestigious customers such as Leclerc, Cultura and Système U.

### E-commerce logistic expertise adapted to cultural goods

Morin Logistic, RueDuCommerce's logistics provider since 2003, will be responsible for all logistics, from book shipments to book delivery, including storage at its Villiers sur Marne logistic platform.

This highly sophisticated logistics platform and its innovative solutions will enable operations optimisation and cost management of cultural goods parcels.

Decitre will thus improve the service level of its website and benefit from economies of scale. This partnership will also enable the retailer to bring together a vast book offering available in stock and to strengthen its status as a pure player among the major book selling ecommerce websites in France.

## Creation of a high-performance model in the new book e-commerce market

The RueDuCommerce/Decitre agreement thus creates a unique platform in the online book selling market and provides, through the three major websites of RueDuCommerce.com, Alapage.com and Decitre.fr:

- Marketing power,
- Offer consistency,
- Added value editorial advice,
- And optimum service guaranteed by the contribution of Morin Logistic's e-commerce logistic expertise.

It should be noted that books are the most sold items on line (in units) and this market has grown by 25% since the start of 2009 (Source: GfK).

This combined offering provides a customized service to the various audiences' needs for books and shopping patterns, while consolidating each partner in its core market.

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### About Decitre

Decitre is a century old book retailer. Its passion is to enable each book to find its readers and each reader to find his or her books. Through its 8 bookstores, its website decitre.fr, its sales to libraries and its distribution of a digital catalogue of French books, Decitre generates revenue of € 61 million. With the competence and the knowledge of its 400 employees Decitre is selling over 5 million books to over a million readers in over 200 countries.

### About Morin Logistic Group

Every day, 30,000 parcels are prepared, packaged and shipped by Morin Logistic, the benchmark for e-commerce logistics for nearly 12 years. Morin Logistic is the exclusive partner of fast-growing companies (RueDuCommerce, Alapage, Spartoo, Alinéa, Top Achat, Homwear, Born4sport etc.) and provides them with a flexible offering that includes procurement, order picking, shipping and purchase return management and product packaging. 65,000 m<sup>2</sup> of new generation warehouses are thus dedicated to e-commerce in Paris and the Lyon region.

### About RueDuCommerce

Established 10 years ago, RueDuCommerce is the leading independent e-commerce Group quoted on the Paris Stock Exchange.

The RueDuCommerce Group:

- Includes 4 flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Ranks in the TOP 3 e-commerce websites in France in terms of audience
- Has a customer base of 8 million
- Markets more than 2 million products from a product offering extending to High Tech, Beauty, Fashion, Home, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods.

As the only ISO 9001-certified after-sales-service French e-commerce website, RueDuCommerce was voted the web users' favourite website in 2008.

The Group is listed on Compartment C of the NYSE Euronext Paris Stock Exchange  
(ISIN: FR0004053338 – Ticker: RDC)

Please visit our website for more information: [www.rueducommerce.com/corporate](http://www.rueducommerce.com/corporate)

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