

Ivry-sur-Seine, 13th October 2013

Fnac to install a franchise in Qatar with Darwish Holding

Fnac announces the signing of a franchise agreement with Darwish Holding, a pioneer in mass distribution and retail sales in the Middle East, to establish itself in Qatar. The first store will open in Doha (Qatar) in autumn 2014, in the Lagoon Mall shopping centre.

Qatar is experiencing strong economic growth and a significant increase in consumption. Today it is attracting substantial investment, particularly from major global distribution companies. In this context, Fnac aims to open 4 stores in Qatar within the next 5 years. This opening is an opportunity for Fnac to pave the way for further development in the Middle East.

After Morocco, this is the second country in which Fnac is establishing itself as a franchise. In partnering with Darwish Holding, Fnac will benefit from the full expertise of the group in both the franchising industry and the distribution of technical products. Indeed, Darwish Holding is the distributor in Qatar of more than 30 brands of technical products (Sony, Yamaha, Bose, Bang & Olufsen etc.).

"In the framework of its development strategy, Fnac will soon be opening its first store in Qatar. In this perspective it will be able to benefit from all of the expertise of its partner, Darwish Holding, as well from its perfect knowledge of the regional economic milieu. This installation on a new geographical territory once again demonstrates the full relevance for Fnac of the development method of franchising, which thus allows it to quickly seize opportunities for growth by leaning on the know-how of referential players." said Alexander Bompard, Chairman and CEO of Fnac

"With more than 80 years of experience in the distribution of luxury and retail products, but also in the promotion of malls, Darwish Holding places itself in the dynamic of a country with one of the most flourishing economies in the world. Darwish Holding offers the people of Qatar the best global brands and marks. It is thus with great pride that we welcome Fnac in its installation in Qatar, and on a broader level, in the Middle East. The 1st store will open its doors in our luxurious Lagoon Mall in Doha. The mark's unique concept of technical products and cultural goods will allow Fnac to be at the crossroads of leisure consumption in our country." Indicated Bader Al Darwish, Chairman of Darwish Holding

About Darwish Holding

Darwish Holding manages a portfolio of prominent companies that offer high-quality products and exceptional services to the people, businesses and the State of Qatar. Founded in the 1920s, Darwish Holding swiftly expanded and now has diversified business interests across a spectrum of industries including consumer distribution, investment, retail, real estate, business services, and technology. Featuring 800 employees from 25 nationalities and representing over 100 major brands, Darwish Holding has carved a desirable reputation in the region. Merging exceptional local insight with a global outlook, Darwish Holding is uniquely positioned to be the partner of choice for ambitious brands keen to establish a presence in the region. As a dynamic organization with a rich heritage and proud traditions, commitment to its core principles remains the key to future growth and success. By staying true to its founding values whilst pursuing innovation, adopting contemporary management practices and financial discipline, and making a positive impact in the community, Darwish Holding aims to serve the people of Qatar well into the future.

About Groupe Fnac

Groupe Fnac is the leading French retail distributor of entertainment and leisure products (including consumer electronics) and a major market player in the other countries in which it operates (i.e. Spain, Portugal, Brazil, Belgium, Switzerland and Morocco). At year-end 2012, Groupe Fnac's multi-format network included a total of 170 stores (103 of which were located in France). The Group's network also includes e-commerce websites, including Fnac.com, the third largest French e-commerce website based on average unique visitors (750,000 unique visitors per day). A benchmark omni-channel player, Groupe Fnac's consolidated revenues totaled €4.1 billion in 2012 and it had more than 16,000 employees. (NYSE FR0011476928 FNAC)

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