

CASINO ENTERS INTO STRATEGIC PARTNERSHIP WITH GROUPE LES COOPÉRATEURS DE NORMANDIE-PICARDIE

Casino Group has signed an agreement with Mutant Distribution, a subsidiary of Groupe Les Coopérateurs de Normandie-Picardie, concerning the acquisition by Leader Price of 47 Le Mutant discount stores located mainly in southwestern France, and the setup of a partnership with Leader Price through a brand licensing and supply contract covering around 90 similar stores in the Normandy and Picardy area. The stores are currently run under the discount format banner "Le Mutant".

Those agreements are expected to take effect in the first quarter of 2014. They allow expanding Leader Price's integrated network in the strategic southwest region and strengthening the attractiveness and presence of the Leader Price banner in Normandy and Picardy through the partnership with affiliates. The 47 stores targeted by the acquisition represented combined revenue of more than €100 million (incl. VAT) in 2012, with strong growth potential, while the future affiliate stores represented over €200 million in revenue (excl. VAT).

The partnership and new acquisition will continue to strengthen Casino's presence in France's discount segment, following its acquisition of 38 Norma stores in southeastern France on 31 July 2013.

The acquisition will be subject to the approval of France's Competition Authority.

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