

A NEW STEP FOR THE E-COMMERCE ACTIVITIES OF THE GROUP LAUNCHING OF 3 NEW WEBSITES UNDER THE CDISCOUNT BRAND IN THAILAND, VIETNAM AND COLOMBIA

The e-commerce activities of the Group are taking a new step with the launch of three new websites under the Cdiscount brand in Thailand, Vietnam and Colombia.

Relying on the expertise, know-how and knowledge of the e-commerce market gained through its brand Cdiscount, leader in France, Casino Group has decided to launch three new websites under the Cdiscount brand in partnership with its subsidiaries Big C in Thailand and Vietnam and Exito in Colombia.

These activities will complement the existing websites of its international subsidiaries and will thus allow to eventually build a strong position in markets where e-commerce is initiating its growth.

These websites will also rely on the know-how and networks of local banners leaders in their markets, Big C in Thailand and Vietnam and Exito in Colombia, and capitalize on the expertise that made the success of Cdiscount in France:

- a purchasing power allowing to offer a wide range of products (technical products, computers, phones, home appliances, homeware, toys, baby products, fashion and beauty...) at the best prices,
- a dense network of stores allowing a multichannel approach,
- a marketing adapted to local specificities.

For over 10 years, Cdiscount, the leader of e-commerce in France with a business volume of € 1.6 billion (including marketplace), has successfully deployed its multichannel approach and an innovative business model that offers the cheapest prices on the market. This business model relies upon:

- a broad and diversified offer together with a marketplace which successfully extends the product assortment of the website with offers from merchant partners. This activity now represents 16% of its business volume, 5.5 million offers and 2,800 sellers,
- new services such as the payment in stores and mobile applications and websites,
- a distribution network of more than 14,000 pick-up points.

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