Montpellier, 27 February 2017

Signature of a new international partnership with Algerian group Cevital

The Orchestra-Prémaman group has signed an international partnership agreement with Cevital, Algeria's largest private group and the country's leading food distributor: a franchise and supply of goods contract aimed at developing a chain of multi-format stores throughout Algeria.

The objective is to open an initial store at end-2017 and build up to around 10 stores in 5 years, eventually reaching around 30 through which this new partner can expect potential annual sales of around €80 million.

The deal fits with the group's declared objective of developing primarily through a franchise model.

Next press release:
Full-year revenue 2016/2017 - 10 April 2017 after market close

Contact:
ACTIFIN – Stéphane Ruiz – +33 (0)1 56 88 11 15 – sruiz@actifin.fr
ACTIFIN – Edouard de Maissin – +33 (0)1 56 88 11 14 – edemaissin@actifin.fr

ORCHESTRA-PREMAMAN
Société anonyme (public limited company) with share capital of EUR 22,245,732.
Registered office: 200 avenue des Tamaris, Zac Saint Antoine, 34130 Saint-Aunès.
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