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Gfi Informatique:
CONTRACT

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Gfi Informatique bolsters its leading position in integrating and managing the IT systems of fashion and distribution players

Gfi Informatique, editor of value-added computer solutions and services, has announced the signing of contracts to significantly transform the information systems of the Kidiliz and Tartine & Chocolat groups. Through these operations, Gfi Informatique is establishing itself as a benchmark player in the fashion and distribution sectors notably through its Omnicommerce solution.

Gfi Informatique announced that it has been selected to manage and transform the IT systems of the Kidiliz and Tartine et Chocolat groups for all their business activities and brands. With many prestigious shops and brands, these two groups generate combined sales of close to €450 million through their network of shops, that is, close to 1,000 retail outlets distributed over some 20 countries.

In parallel to the signing of the sales contracts, the teams with the essential skills to ensure a smooth operational transition have joined Gfi, allowing the Group to establish itself, in addition to its traditional activities, as a benchmark player within the fashion and distribution sector, with a unique portfolio of skills and technological and functional solutions.

Gfi Informatique has acquired many prestigious references for its Omnicommerce solution

For many years, Gfi Informatique has been providing support to companies in the distribution sector in digitally transforming their IT systems thanks to its Omnicommerce solution. Based on a set of software package such as SAP, Oracle, IBM and Syma, Gfi Informatique's Omnicommerce offer responds to the trade and IT-related problems of players in the distribution sector by allowing them to evolve towards omni-channel commerce.

"Omni-channel is the major subject in the distribution sector. Through operations signed with the Kidiliz and Tartine et Chocolat groups, including notably the roll-out of our Omnicommerce solution, Gfi Informatique guarantees the continuity of these clients' IT systems, which are the base of their development, while positioning them immediately on a vital transformation path to cope with the many challenges facing their sector", explains **Vincent Rouaix, Chairman & CEO of Gfi Informatique.**

"Choosing Gfi gives us peace of mind as regards our capacity to deliver to our customers, who are at the heart of our Group's concern, the level of service worthy of our brands, including a seamless and transparent omni-channel presence, as well as flexible support in the evolution of all their demands", explains Rémy Baume, **President of the Kidiliz Group.**

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Online version.

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Tweeter .@gfiinformatique selected to manage and transform the IT systems of @Kidilizgroup & @tetchocolat. #Omnicommerce http://bit.ly/2tErbDV

About Gfi Informatique

A key European software and value-added IT services player, Gfi Informatique occupies a strategic positioning, differing from both worldwide and niche players. With its profile as a multi-specialist, the Group offers clients a unique combination of local and sectoral organisation services, as well as industrial-quality solutions. The Group, which employs close to 14,000 people, generated €1.015 million in revenues in 2016.

Gfi Informatique is listed on Euronext Paris, NYSE Euronext (Compartment B) - ISIN code: FR0004038099.

More information at www.gfi.world

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