



**MONOPRIX**

26 March 2018

### Casino Group: Amazon and Monoprix join forces to innovate on behalf of Prime Now customers

*Monoprix great selection will be available for Prime Now customers  
Service will be launching this year*

**Amazon and Monoprix today announced they are joining forces to bring grocery items sourced from Monoprix to Prime Now service customers in Paris and its neighborhood this year. Grocery items sourced from Monoprix will be available in the Prime Now app and web site through a dedicated virtual store.** More than a banner, Monoprix is a brand with a unique positioning, notably providing a wide and innovative grocery offering, that is gourmet and creative. Thanks to this collaboration Amazon Prime Now customers will be able to access thousands of grocery items sourced from Monoprix: store brand (including Monoprix, Monoprix Gourmet, Monoprix Bio, La Beauté Monoprix), fresh products, exclusivities, etc.

**Jean-Charles NAOURI – Chairman and CEO of Casino Group** states:

« Thanks to this unique partnership between Amazon and Monoprix, Casino Group reinforces its omni channel distribution strategy and gets even closer to its customers and their needs. This commercial partnership is a new milestone in Casino Group strategy to innovate ever more for tomorrow's urban commerce. »

**Frédéric DUVAL – Country Manager, Amazon.fr** underlines:

« This commercial partnership, which further enlarges Prime Now service selection, will enable Amazon Prime customers to benefit from ultra-fast deliveries for their Monoprix orders. »

**Régis SCHULTZ – Chairman of Monoprix** adds:

« Monoprix further differentiates and increases its unique position as urban omni channel leader. Monoprix will benefit from the most comprehensive grocery delivery service in Paris. »

All Prime members can immediately download the Prime Now app, available on iOS and Android devices, or visit [www.primenow.fr](http://www.primenow.fr) to find eligible delivery postcodes, place orders and track the status of their delivery in real time or request notification when the service is available in their area.

### **About Casino Group**

Casino Group is a well-established and key player in the French retail industry as well as a leader in the global food retail market, with more than 12,000 stores worldwide – in France, Latin America and in the Indian Ocean region. The Group has built up a portfolio of strong, dynamic and complementary banners, thanks to its workforce of over 220,000 people driven by a passion for retail and customer service, generating consolidated net sales of €38bn in 2017. In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and ability to adapt in order to meet customer needs, both today and in the future. For more information, visit [www.groupe-casino.fr](http://www.groupe-casino.fr)

### **About Monoprix – subsidiary of Casino Group**

Monoprix is a leading urban retailer with a presence in more than 250 cities in France through 6 banners. Subsidiary of Casino Group, Monoprix operates through approximately 800 stores and employs around 21,000 people. The Group generated €5bn in business in 2017. Pioneer of the home delivery developed by the banner in 1990, Monoprix generates more than 3 million deliveries per year, in more than 150 cities in France. After the creation of the click & collect service over 3 years ago, the brand innovates consistently towards more customer service with the “shop and go” service (“lâché de caddie” in store and home delivery and payment), “shop1h” (delivery by foot in less than 1 hour), “shop and give” (food donation and bulb and battery recycling at home), “monop’easy” (payment on smartphone without checkout lanes), smart shopping list, etc. The pleasure of shopping without constraints. For more information, visit [entreprise.monoprix.fr](http://entreprise.monoprix.fr)

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

Amazon Prime members in France now benefit from free and unlimited One-day delivery on millions of eligible items, access to movies and series including Amazon Original Series on Amazon Prime Video, early access to lightning deals 30 minutes before other customers, unlimited storage of photos via Amazon Drive and numerous Twitch benefits. If members have a Kindle e-reader, they can also borrow one e-book per month from over 1 million titles thanks to the Kindle Owners Lending Library. The fee for Prime membership is €49 per year or €5.99 per month and customers can sign up for the Amazon Prime 30-day free trial at [www.amazon.fr/prime](http://www.amazon.fr/prime). For more information, visit [www.amazon.fr/about](http://www.amazon.fr/about)

## CASINO GROUP

### **ANALYST AND INVESTOR CONTACTS:**

Régine GAGGIOLI - +33 (0)1 53 65 64 17  
rgaggioli@groupe-casino.fr

or

+33 (0)1 53 65 24 17  
IR\_Casino@groupe-casino.fr

### **PRESS CONTACTS:**

Groupe Casino – Direction de la Communication

directiondelacommunication@groupe-casino.fr

Tél. : +33(0)1 53 65 24 78

Stéphanie ABADIE - sabadie@groupe-casino.fr - +33 6 26 27 37 05

Agence IMAGE 7

Tél. : +33(0)1 53 70 74 84 - Karine ALLOUIS - kallouis@image7.fr - Grégoire LUCAS - glucas@image7.fr

Monoprix

Marion DENONFOUX - 01 78 99 95 97 - mdenonfoux@monoprix.fr

### **Disclaimer**

*This press release was prepared solely for information purposes and should not be construed as a solicitation or an offer to buy or sell securities or related financial instruments. Similarly, it does not give and should not be treated as giving investment advice. It has no connection with the investment objectives, financial situation or specific needs of any recipient. No representation or warranty, either express or implicit, is provided in relation to the accuracy, completeness or reliability of the information contained herein. It should not be regarded by recipients as a substitute for exercise of their own judgement. All opinions expressed herein are subject to change without notice.*

*In accordance with European Commission Implementing Regulation (EU) 2016/1055 of 29 June 2016 with regard to the technical means for appropriate public disclosure of inside information and for delaying the public disclosure of inside information, this press release was communicated to Casino's primary information provider on 26 March 2018 at 9.45pm Paris time.*

\*\*\*