

FNAC DARTY



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Fnac establishes a presence in Cameroun and Congo

Fnac Darty continues to expand in francophone Africa with two new Fnac franchise store openings: one in Douala (Cameroun) on April 26 and then one in Brazzaville (Congo) in June.

True to its international rollout strategy, Fnac Darty is once again relying on a powerful partner that has a solid foothold in the region. Mercure International, an international retail company specializing in food, sports and fashion, is active in 17 countries in three continents. It is particularly well-established in North, West and Central Africa. Apart from Europe, Mercure International is also present in the Caribbean and the Indian Ocean.

Cameroun and Congo are both major players in the French-speaking world, where the Fnac brand is recognized, appreciated and long-awaited. Consumption is up sharply in that region, where there is marked enthusiasm for consumer electronics and editorial products.

The Douala store, with a retail surface area of 480m², will be located in the KADJI Square shopping mall, one of the largest in the city. It will have 11 employees.

Both these stores will display all the products and services offered by Fnac: books, CDs, DVDs, gaming, micro-computing, telephony, connected objects, audio, photography, TV, and games/toys.

Fnac gained a foothold in sub-Saharan Africa in late 2015 when it opened its first store in Abidjan (Ivory Coast), followed by a second one in early 2016. This new partnership strengthens Fnac Darty's rollout strategy in Africa, where other geographic regions are now being examined.

ABOUT FNAC DARTY

Operating in nine countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of the end of December 2016, the Group has a multi-format network of 664 stores, including 455 in France and is ranked France's second most visited e-commerce site (more than 13.6 million unique visitors per month) with its two retail websites, fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro forma revenues of €7.4 billion in 2016.

ABOUT MERCURE INTERNATIONAL

Mercure International has almost 5,000 employees, and owns, manages and runs almost 250 sales outlets (from 50 to 5,000 sq.m depending on concepts), including supermarkets and hypermarkets, bearing the names of mono and multi brands. Founded by Adnan Houdrouge, the company handles the development of franchises, stores and commercial entities, the sale and distribution of many brands in different fields: sport, fashion and food. Mercure International operates in 17 countries in Europe, Africa, the Caribbean and the Indian Ocean, develops its own sign, City Sport, but also Go Sport, Courir, Aldo, Hugo Boss, Celio, Kiabi, Super U and Casino.

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FNAC DARTY



Mercure International

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