

# FNAC DARTY



Press Release – Monday, July 03, 2017

## **Fnac launches its operations in the French Antilles and Guiana region with its first store in Guadeloupe**

**The first Fnac store in Guadeloupe will open on August 3. From next year, the brand will also be operating in Martinique, and by the end of 2020 in Saint Martin and French Guiana. Following on from La Réunion, Fnac is continuing its expansion throughout the French overseas territories.**

In line with its international expansion strategy, focused primarily on the French overseas territories, Fnac Darty is once again relying on a powerful partner with a strong foothold in the region. Groupe SAFO is a major player in logistics and food distribution in the French Antilles and Guiana region.

The first Fnac store will open in the Colin area of Petit-Bourg, within Collin's shopping mall, which opened its doors in October 2016. This modern shopping mall is noted for its original and welcoming design, and for its exclusive brands.

With a sales floor covering 300m<sup>2</sup>, the store will have 9 expert employees, and will present the full range of the brand's products and services: books, CDs, DVDs, gaming, micro-computing, telephony, connected devices, audio, and photography.

With this first store opening in the French Antilles, Fnac Darty is strengthening its presence in the French overseas territories. This year, the group will open one further store in La Réunion, which already counts four Fnac.

### **ABOUT FNAC DARTY**

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 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](http://fnac.com) and [darty.com](http://darty.com). A standard-setting omni-channel retailer, Fnac Darty posted pro forma revenues of €7.4 billion in 2016.

### **ABOUT SAFO**

As a forerunner in the commercial cooling market in the French Antilles and Guiana region, today Groupe SAFO manages a full supply chain, from global purchases, customs, transit and logistics at all temperatures through to the wholesale and retail sales in Guadeloupe, Saint Martin, Saint Barthélemy, Martinique and French Guiana. The group has a network of 115 retail stores, three cash & carry and 9 logistics platforms.

### **PRESS CONTACT**

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