

## Cnova launches cdiscount in Senegal

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### CNOVA LAUNCHES CDISCOUNT IN SENEGAL

[cdiscount.sn](http://cdiscount.sn)

France's leading e-commerce company, Cdiscount has won over French customers with its innovative, wide-ranging product assortment and the lowest prices in the market.

Following the launch of new Cdiscount websites in Thailand, Vietnam, Colombia, Ecuador, Ivory Coast and Belgium, Cnova N.V. (part of Groupe Casino) continues its internationalization with the opening of [cdiscount.sn](http://cdiscount.sn) in Senegal.



Customers will have access to more than 80,000 products available on the site, comprised of diverse and innovative offerings at the lowest prices in the market through various means of payment:

- mobile,
- cash at pick-up points,
- cash on delivery.

At launch, customers will be able to choose between home delivery and pick-up points according to their preference.

To accelerate its development in Africa, Cdiscount has established a partnership with Bolloré Africa Logistics which will benefit from their respective strengths as leaders: the expertise of Cdiscount in e-Commerce and the logistics know-how and infrastructure of Bolloré in Africa.

#### **About Cnova N.V.**

*Cnova N.V. is one of the largest global E-commerce companies, operating Cdiscount sites in France, Colombia, Ecuador, Thailand, Vietnam, Ivory Coast, Senegal and Belgium, and the sites Extra.com.br, Pontofrio.com and Casasbahia.com.br in Brazil. Cnova offers its over 12.1 million active customers access to a wide assortment of more than 10.4 million product offerings through a combination of attractive pricing and highly differentiated delivery and payment solutions. Cnova N.V. is part of Groupe Casino.*

*Cdiscount.com is a leader of e-commerce in France. The website has been used by more than 16 million customers since its creation and generated gross merchandise volume of US \$2.6 billion in 2013 (including its Marketplace). Launched in 2011, its Marketplace has experienced significant growth with now more than nine million product offerings from almost 5,000 vendor partners.*

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