

## Cnova launches cdiscount in Brazil

Released : 10/23/2014

### CNOVA LAUNCHES CDISCOUNT IN BRAZIL cdiscount.com.br

Following the launch of new Cdiscount websites in Thailand, Vietnam, Colombia, Ecuador, Ivory Coast, Belgium and Senegal, Cnova N.V., one of the largest global e-commerce companies and part of Groupe Casino, continues its internationalization with the opening of [cdiscount.com.br](http://cdiscount.com.br) in Brazil.

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 and is excited to bring its value proposition to Brazilian consumers.



Cdiscount.com.br offers customers unique opportunities to purchase quality items at significant savings and with the convenience of payment in up to 10 installments at no charge and delivery throughout the country. The site already boasts an assortment of more than 50 thousand items, including through hundreds of partner stores on its Marketplace across categories such as electronics, computers, appliances and telephony, among others.

Cdiscount.com.br, which is being operated by the existing teams of Cnova Brasil, complements the online shopping experience offered today by Cnova Brasil through [extra.com.br](http://extra.com.br), [pontofrio.com](http://pontofrio.com) and [casasbahia.com.br](http://casasbahia.com.br) and leverages Cnova Brasil's well-established know-how and operating infrastructure in the Brazilian e-Commerce market.

The launch of Cdiscount in Brazil also highlights the synergies being created between the French and Brazilian eCommerce operations of Cnova.

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

*Cnova N.V. is one of the largest global E-commerce companies, operating Cdiscount sites in France, Brazil, Colombia, Ecuador, Thailand, Vietnam, Ivory Coast, Senegal and Belgium and Cnova Brasil, the sites [Extra.com.br](http://Extra.com.br), [Pontofrio.com](http://Pontofrio.com) and [Casasbahia.com.br](http://Casasbahia.com.br). Cnova offers its over 12.9 million active customers access to a wide assortment of more than 12 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 11.1 million product offerings from almost 5,400 vendor partners.*

#### Media contact:

Cnova N.V.

Head of Communication: +33 6 80 3950 71

[directiondelacommunication@cnovagroup.com](mailto:directiondelacommunication@cnovagroup.com)