

## Cnova launches Cdiscount in Cameroon cdiscount.cm

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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 Brazil, Thailand, Vietnam, Colombia, Ecuador, Ivory Coast, Senegal and Belgium, Cnova N.V. (part of Groupe Casino) continues its internationalization with the opening of cdiscount.cm in Cameroon (Africa).

Customers will have access to more the 50 000 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;
- credit cards.

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

### **About Cdiscount**

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. Cdiscount is operating in Brazil, Colombia, Ecuador, Thailand, Vietnam, Ivory Coast, Senegal and Belgium.

### **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, Belgium and Cnova Brasil, the sites Extra.com.br, Pontofrio.com and 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.

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