

## Cdiscount extends its operations to Burkina Faso and now offers Euro payments on its African sites

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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, Colombia, Panama, Ecuador, Thailand, Vietnam, Belgium, Senegal, Ivory Coast and in Cameroon, Cnova N. V. (part of Groupe Casino) continues its internationalization in Africa. **Cdiscount extends its operations to Burkina Faso.**

**Cdiscount develops its delivery service** to Burkina Faso in Ouagadougou. Customers from Burkina Faso will have access to more than 50 000 products, available on the website based on Ivory Coast: [www.cdiscount.ci](http://www.cdiscount.ci), which offers a **home delivery guarantee**.

### **Euro payments now available on Cdiscount's African sites:**

Cdiscount now offers African customers on all of its Africa-based sites the option **to pay for their purchases in euros** with certain French payment cards.

This new service also allows **France-based customers** to order directly on Cdiscount's African sites (Ivory Coast, Burkina Faso, Senegal and Cameroon) and to have their purchases delivered directly to their chosen destination in those countries.

### **About Cdiscount**

*Cdiscount 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 2 311.8 M€ in 2014. 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, Panama, Thailand, Vietnam, Ivory Coast, Senegal, Cameroon and Belgium.*

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

*Cnova N.V. is one of the largest global eCommerce companies, operating Cdiscount sites in France, Brazil, Colombia, Ecuador, Panama, Thailand, Vietnam, Ivory Coast, Senegal, Cameroon and Belgium and the sites Extra.com.br, Pontofrio.com and Casasbahia.com.br. in Brazil. Cnova N.V. offers its more than 13.6 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, a global diversified retailer. In 2014, Cnova generated gross merchandise volume of 4 515.8 M€.*

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