

CNOVA N.V. – Cdiscount record summer sales led to a 1.9 points market share gain in July (Gfk)

AMSTERDAM, August 29, 2017, 07:45 CEST – Cdiscount achieved historical summer sales with a GMV (gross merchandise volume) growth of 16.0%.

This performance led to a market share gain of 1.9 points on technical goods (Hi-tech, Computers and Home Appliances) in July according to Gfk.

Thanks to its commitment to make more products available every day, Cdiscount benefitted from the dynamics of exclusive offers.

During the sales period, Cdiscount sold more than:

- 200,000 phones
- 75,000 mattresses
- 55,000 TV sets
- 50,000 computers
- 50,000 fridges
- 25,000 sofas

These results genuinely illustrate Cdiscount new strategic plan launched in the first semester of 2017 to improve assortment and better address customer needs.

“The success of summer sales is fully backed up by our strategic realignment plan focused on improving our product offerings and quality of service” commented Emmanuel Grenier, Cdiscount CEO. *“The strengthening of our logistics capacity has enabled us to provide more products to our clients with better exclusive offers while committing to large volume orders to our suppliers.”*

“The further development of this plan and the improvement of delivery speed – especially with the launch in July 2017 of a same-day delivery option for light products in Paris thanks to the new high speed rail link between Bordeaux and Paris – will continue to sustain our growth in the coming months.”

About Cnova N.V.

Cnova N.V., one of the leading e-Commerce companies in France, serves 8.5 million active customers via its state-of-the-art website, Cdiscount. Cnova N.V.'s product offering of more than 25 million items provides its clients with a wide variety of very competitively priced goods, several fast and customer-convenient delivery options as well as practical payment solutions. Cnova N.V. is part of Groupe Casino, a global diversified retailer. Cnova N.V.'s news releases are available at www.cnova.com. Information available on, or accessible through, the sites referenced above is not part of this press release.

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