



Press release
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Carrefour speeds up roll-out of its food e-commerce stores in Paris, while opening its six first pedestrian Drive outlets

The opening of the first pedestrian Drive outlets in Paris on 16 April, together with the inauguration of Carrefour's e-commerce platform in Aulnay sous Bois on 10 April are a milestone in the implementation of the Carrefour 2022 transformation plan unveiled by Alexandre Bompard. Carrefour has a dense level of coverage in Paris with more than 250 convenience stores, and these new outlets reinforce its omnichannel strategy.

Pedestrian Drive: giving Parisians the best that hypermarkets have to offer, right where they live

To meet consumers' new needs, Carrefour is adding to its omnichannel service offering and has launched its first pedestrian drive outlets in the capital. Following on from Lyon and Saint Etienne on 9 April, the retailer has just launched 6 pick-up points in Paris (in the 11th, 14th, 15th, 16th and 20th *arrondissements*). With just a few clicks on Carrefour.fr, Parisians can now choose from some 15,000 products (set to rise to 20,000 by 2019), all at particularly affordable prices. Once they've paid for their orders online, customers can pick up their shopping on foot the next day from their local store. With Pedestrian Drive, Carrefour is bringing the hypermarket to the town centre, giving customers wider product offerings, competitive prices and zero delivery fees.

To prepare the orders that customers pick up from their pedestrian Drive outlet, Carrefour has a major asset: an order preparation facility opened on 10 April in Aulnay-sous-Bois (Seine Saint Denis). This will both improve the quality of the service delivered to customers – both in terms of product offering and assurances that there will be no stock outages or product substitutions – and increase the volume of orders that can be processed every day (3500 in 2018, 8000 orders between now and 2019).

Pedestrian Drive outlets – a solution which supplements the retailer's existing omnichannel offering

With the opening of around fifteen or so Pedestrian Drive outlets in 2018, Carrefour is adding to its existing selection of food e-commerce delivery services:

- 185 new Drive outlets will be rolled out across France between now and the end of 2018 (including 15 Pedestrian Drive outlets);
- 26 towns and cities will have home delivery services between now and the end of 2018 (the service has been extended to 10 new towns, meaning 21 towns serviced as of mid-April);
- In 15 towns, by the end of 2018, customers will be able to receive their shopping in less than an hour via a new express delivery service delivered in partnership with the *La Poste* group and its subsidiary Stuart.

"Carrefour's omnichannel approach means adapting to our customers based on their needs and providing them with the right service at the right time! It's by taking full advantage of the density of the coverage that we enjoy across the country and leveraging all our delivery services that we will succeed in meeting our customers' needs more effectively and achieving our aim of becoming the leading food e-commerce retailer", says Marie Cheval, Executive Director for Customers, Services and the Digital Transformation.

About Carrefour

With a multi-format network of some 12,300 stores in more than 30 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour welcomes 105 million customers throughout the world and recorded revenue of €88.24 billion in 2017. It has more than 380,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are.

For more information, visit www.carrefour.com, or find us on Twitter (@GroupeCarrefour) and LinkedIn (@Carrefour).

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