



Press release
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Carrefour launches OK Market!, a new online shopper experience

Starting on September 20 in Paris and Lyon, Carrefour is launching a new “personal shopper” home delivery service.

With this personalised e-commerce service, Carrefour is reinforcing its position as the leader in grocery home delivery. This type of service, the first of its kind in France, has already proven successful in a number of the Group's countries.

Carrefour is testing a new app called **OK Market!** which provides a “personal shopper” home delivery service, featuring a wide selection of products, speed and personalised touch:

- Carrefour's wide product selection – with than 20,000 food products, including cut-to-order products (fresh bread, butchery products, cooked meats, fish, cheese, delicatessen products);
- A same-day delivery service, with timeslots selected by the customer. At launch, delivery will be possible three hours after the order has been placed, and an express service will be available in the next few months;
- An unrivalled quality of service thanks to direct contact with a “personal shopper” – as though you were doing your shopping yourself in store – who will take your preferences into account (a nice creamy brie cheese, or an avocado that's not too ripe, etc.). Customers can ask their shopper to add extra products if they forget anything once they have placed their order. They can also approve any substitute products and any decisions that have to be made about fruits and vegetables. The whole conversation takes place over a chat integrated into the **OK Market!** app, and customers can also call or contact the shopper throughout the order experience.

OK Market! is currently undergoing a test in a few Carrefour stores*. These tests will allow Carrefour to ensure quality before the service is extended to other towns.

The service will then be open to other retailers, and will function like a marketplace, so customers can shop at all partner brands and stores.

A personal shopper platform that Carrefour has already rolled out in three countries

The personal shopper service is based on Carrefour's Bringo platform. This platform proved highly successful in 2020 and 2021 in Romania, where the service accounts for 46% of the e-commerce market.

In Romania, the Bringo app is used by more than 2500 stores: Carrefour supermarkets in 38 cities, as well as more than 350 pharmacies, florists, wine merchants and toy stores. New services have been added over the last few months, including a 30-minute delivery service.

In Belgium, the same platform was launched under the "Ship-To" brand. It is available in four cities and supports nine Carrefour Market stores.

In June 2021, Carrefour Argentina launched the Bringo service in Buenos Aires.

Based on the success of these rollouts, Carrefour now plans to gradually launch its shopper service across the other geographies in which it operates.

As the leader of home delivery shopping service in France with a 28% market share, Carrefour is establishing itself as the most innovative retailer in this field. Given its customers' increasingly diverse needs, the retailer is constantly striving to offer new e-commerce purchasing experiences. *"I'm delighted with the launch of OK Market! in France, which shows just how agile we are when it comes to launching and testing additional services which help us to stand out from the competition. This new service combines the very best of digital and bricks-and-mortar retail, providing our customers with a unique experience for their weekly shopping. After Romania, Belgium and Argentina, France – our main country – was the logical next step for offering this service to our customers",* says **Elodie Perthuisot, Carrefour Group's Executive Director of E-Commerce, Data and Digital Transformation.**

* Selection of stores: Paris Auteuil hypermarket (for residents of the 16th *arrondissement* and Boulogne Billancourt), Paris Sèvres Market store (for the 6th, 7th and 15th *arrondissements*), Paris Saint Marcel Market store (for the 5th, 13th and 14th *arrondissements*), Lyon Part Dieu hypermarket (for inner Lyon).

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About the Carrefour Group

With a multi-format network of some 13,000 stores in more than 30 countries, the Carrefour Group is one of the world's leading food retailers. The Group recorded revenue of €78.6 billion in 2020. It has more than 320,000 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).