

Press Release – 2 February 2024

Guillaume DARRASSE has been appointed Deputy Chief Executive Officer of Auchan Retail and Chairman of Auchan Retail France

The timelines and transformations which Auchan Retail will face in the years to come (consolidation on the French market, implementing the provisions of the alliance with Intermarché, rolling out Vision 2032, etc.) make it necessary to strengthen the Group's general management now and speed up the turnaround in France.

It is for this reason that Yves Claude, Chairman and CEO of Auchan Retail, has asked Guillaume Darrasse to join him in the coming weeks as Deputy CEO of Auchan Retail.

He will be responsible first and foremost for reviewing possible changes to the organisation of certain central functions, stimulating sales activity and reworking the range of products and services offered to customers wherever the Group operates.

In addition, in a context of significant business growth in France, Guillaume Darrasse has been appointed Chairman of Auchan Retail France, a position previously held by Yves Claude, to facilitate the future organisation.

Alongside this appointment, Philippe Brochard, the current Managing Director of Auchan France, was invited to play a full part in these changes. He chose to leave the company in order to give priority to his family and take his career in a new direction.

Commenting on the appointment, Yves Claude, Chairman and CEO of Auchan Retail, said: *“I am delighted to welcome Guillaume Darrasse to our Group. His intimate knowledge of retail and products will be an invaluable asset as we explore avenues for reworking our organisation and rising to our future challenges, particularly in France, where the business is set to take on greater dimension. I would like to thank Philippe Brochard for what he has achieved for Auchan France over the past 2 years, with great energy and commitment, and wish him all the best in his future endeavours.”*

Guillaume Darrasse, 60, is a graduate of the Institut National Agronomique. He worked successively for the Pomona Group, where he held various positions in Fruit and Vegetable production, purchasing and sales, then for the Leclerc Group as Head of Food Imports, before setting up and managing the Lucie central purchasing unit, shared by the Leclerc and Système U Groups. After a brief period as Project Manager at the Casino Group, he joined the Système U Group as Deputy Managing Director. In 2018, he was appointed Chief Executive Officer of InVivo Retail. He has been Chief Operating Officer of Teract since 2022.

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