

Press release – 28 May 2019

Auchan Retail unveils its third lifestore in Luxembourg, *an open-space concept connected to its surroundings*

To truly change the lives of its customers, Auchan Retail decided to change its retail approach. Over the last few months, pilot stores in every country have been testing the shopping experience of the future. The result of this is the lifestore, which has already been rolled out in Jiaxing city in the Chinese province of Zhejiang, in Turin and, since 28 May 2019, at the Cloche d'Or centre in Luxembourg.

This new concept represents a paradigm change for the banner. Where once it favoured closed stores, today Auchan is embracing an open-space model connected to the surrounding living area. The Cloche d'Or lifestore is a connected space, connected to all the Auchan brand formats located nearby, which it supplies on demand. It is also connected to its ecosystem. Space is set aside for local talents, startups and international brands with a view to offering brand new services to inhabitants of the surrounding area.

A revolution of the sales premises: The store experience has been completely transformed... with space given over to new businesses. Vast spaces are dedicated to new activities and new services. Much more than a store, the Cloche d'Or lifestore aims to become a popular destination for family shopping as well as a space to stop and have a bite to eat, enjoy wellbeing services, and have some fun...

Connecting the brand to its surrounding area

Auchan Retail has stepped out of the traditional mould by connecting its lifestores to the living areas surrounding them. This new concept is one that endorses new functions, located at the centre of an entire production area. Around it, the banner's bakers, confectioners and other cooks concoct specialities for tasting on the spot or to take away, which are also made available at neighbouring drive outlets, ultra-convenience stores and supermarkets. A total of 108 food service experts put their talents to work for the benefit of the surrounding area's inhabitants. The lifestore is also starting to serve as a logistical centre, capable of storing and delivering extended ranges for other Auchan contact points in the area. In addition, it acts as a services centre proposing new experiences co-built with the brand's entire ecosystem. Gradually, therefore, the Cloche d'Or will supply a network of contact points that serve the surrounding area's inhabitants (pedestrianised drive outlets, ultra-convenience stores, partner pick-up points, etc.).

Rethinking the store ambiance

With the lifestore, Auchan is breaking out of the traditional retail mould and adopting radical new approaches to increase space, comfort and fluidity. No more checkout queues, central aisles and other strictly linear models. Thanks to scan-and-go (scan and payment via mobile phone and exit without having to go through checkout) and self-scanning (scanning of products as you go so that payment at the checkout is quicker) technologies, payment is an increasingly discreet part of the experience. In Luxembourg, the men's and women's ready-to-wear offering and the book offering have been removed. Audacious decisions have also been made around certain product arrays, with the result that in each of the 3 halls, the "Le goût du bon" hall, the "Bien au quotidien" hall and the home products hall, carefully curated and inspiring displays are being favoured to enhance the customer experience. The gourmet food hall has been completely revamped in favour of a market place approach, with emphasis on fast turnaround, local specialities, and seasonal products. Together these comprise 20% of the food offering at the Cloche d'Or lifestore. Lettuces, herbs and spices can be picked from hydroponic greenhouses managed by startup firm In Farm. 3,300 organic product references are given prime space. Specific islands are set up offering rare products such as wine or truffles while the "Bien au quotidien" wellbeing hall has been overhauled, with inviting corners and niches where customers can browse the selfcare ranges. A discreet space is included for breastfeeding mothers. Meanwhile, the home products hall has an ultra-modern interior, designed to inspire.

Revolutionising the customer experience

The retail revolution does not stop there. To offer customers a truly radically different experience, generous spaces at the Cloche d'Or lifestore are given over to gourmet delights, unusual finds, brand new services and ever-changing events. Each hall combines a customer experience space and events space, which are managed jointly with the Group's partners. Start-up firm Jean Bouteille offers zero-waste solutions for liquids, including bulk buying and reusable bottles which customers can avail of at the beauty care and home maintenance spaces. A brasserie restaurant with 90 places sits at the centre of the gourmet hall, looking on to the stalls and kitchens where Auchan's chefs cook up a menu of dishes featuring all of the excellent products available for sale. The culinary experience is further enhanced by a 1,000m² food court, "Les comptoirs du goût", which offers a salad bar and fresh fruit, sandwiches made to order, wood stove-baked Neapolitan pizza, Asian delicacies as well as hot drinks and snacks, something for everyone, to eat in or take away. From time to time the brasserie will hold cookery and pastry-making master classes while the wine area will offer wine and beer tasting events. In the wellbeing hall, a beauty bar partnered with L'Oréal offers product testing and make-up sessions and classes with beauty coaches. The startup Bouton Noir creates and

makes personalised clothing. Finally, the Arena located in the home products hall will hold cultural, artistic and commercial events.

Fostering talent

To immerse its customers in a truly different experience, the Cloche d'Or lifestore draws on new expertise and new professions. Customer welcomers, sports coaches, diet coaches, florists, chefs, butlers, head waiters and food service experts have enriched the range of talent at Auchan. From September, other experts will come on board, such as a personal shopper and a beer specialist to host the beer tasting club.

Snapshot

€15 million invested in fitting out the lifestore

12,000m² of sales and event space

1,000m² for the "Les comptoirs du goût" foodcourt

330 seated dining places between the brasserie, the foodcourt and the wine area

477 team members

Frédéric Vital, head manager of the Cloche d'Or lifestore

Additional services

4 incoming - 5 outgoing, for more flexible circulation within the store

2 checkout solutions with one-minute checkout, self-checkout and standard checkouts

Home delivery within a radius of 3km via electric vehicle

Caddy storage while customers eat and enjoy the events on offer

A gym and sports coach for customers and staff members alike

Children's area and activities

About Auchan Retail

With a presence in 17 countries, Auchan Retail covers all food retail formats with 4,084 points of sale (hypermarkets, superstores, supermarkets and convenience stores) alongside online shopping and Drive outlets in certain countries. To build a new generation business model, Auchan Retail ensures that its customers are always a core concern, through discount prices, the choice and diversity of its offering, quality of service, tailoring to local markets and factoring in of phygital shopping trends. The world's 35th largest employer, Auchan Retail has 354,851 employees and generated revenue of €50.3 billion in 2018.

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