

Press release - 3 September 2020

Auchan Retail - winning back city centres *with Auchan Piéton*

Auchan Retail France is opening three new Auchan Piéton stores in Lille following on from those already on Rue Saint Sébastien and Rue Solférino, which opened in 2018 and 2019 respectively. In keeping with its approach to living zones, the brand is expanding its online convenience store offering for its urban customers. The idea is to offer a phygital shopping solution that meets new consumer expectations.



Tied to the Northern France area, Lille is Auchan's laboratory for experimenting with this new "Click and Collect" shopping experience. Three Auchan Piéton openings are planned for September: The first opened its doors on Wednesday, 2 September on Rue Gambetta, the second opening is planned for Wednesday, 9 September on Boulevard Vauban and a third Auchan Piéton will be open to customers from 16

September on Rue Pierre Mauroy. Through these new points of contact, online orders can now be collected on foot from a storage unit at the heart of each neighbourhood and will be supplied by Auchan stores in the region and their drive-thrus (Englos and Faches-Thumesnil) in order to offer the hypermarket service in city centres.

Keeping up with new consumption habits

Thanks to the Auchan Piéton format, customers will not only be able to enjoy access to the wide range of brand products, but also benefit from an offering adapted to the needs of the neighbourhood with products that demonstrate the know-how of Auchan professionals, in cooked food and pastry-making for example, with a self-service offering.

For Auchan Retail, the aim of this network is simple: offer residents of the same living zone all possible shopping experiences, suited to their desires, needs and availability, with the idea of improving their quality of life. The development of Auchan Piéton formats is fully in line with this approach. With digital services accounting for 12% of sales in France in the first half of the year, the trend confirms the strategic challenge that Auchan Retail France is facing in its digital transformation strategy.

Key information

- 3 Auchan Piéton stores already open in Lille: rue Saint Sébastien, rue Gambetta and rue Solférino
- 2 upcoming store openings in Lille: 09/09 (Boulevard Vauban) and 16/09 (Rue Pierre Mauroy)
- Open Monday to Saturday from 10am to 9pm
- Click & Collect within 3 hours without a specific time slot
- Product offering at auchan.fr and take-away product offering prepared by the hypermarket (freshly cooked meals, pizzas, sushi, sandwiches, pastries, etc.)
- A services area suited for each neighbourhood: La Poste (St Sébastien), Ticketing (Gambetta, Saint Sébastien, Solférino), On-site catering (Vauban, Pierre Mauroy), etc.

About Auchan Retail

Present in 14 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, click-and-collect and e-commerce) with 2,293 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local products, Auchan Retail's 329,694 employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better.

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