

## Auchan Russia signs a strategic partnership with SberMarket in bid to accelerate food e-commerce

**Auchan Russia and SberMarket, specialists in digital commerce solutions for the Sber ecosystem, have signed a 7-year strategic partnership agreement. The object of this partnership is to speed up the development of BtoC and BtoB e-commerce in all the Auchan formats in Russia, for both food and non-food markets. In the partnership, a network of shared preparation hubs will be deployed rapidly while deliveries to businesses will also see growth. Auchan Russia aims to achieve 20% of its turnover in e-commerce by the end of 2023 (compared with 5% currently).**

### **Establishment of a network of shared preparation hubs for fasthome delivery**

From 2021, Auchan Retail and SberMarket will launch a strategic project to deliver home orders from preparation hubs. Backed by the stores which will be supplying the XXL range, these dark stores will operate with a product selection comprising the most frequently requested items, a selection that will be adaptable according to the sales history produced by exploiting the data.

The first trials will be launched before the end of the year to confirm the model (location, range, types of complementary services, etc.) before a rapid general mobilisation in the target Russian cities in 2022. Adjusted by geolocated data, this flexible mechanism will make it possible to develop all types of services, from quick commerce to home delivery of larger orders.

### **Development of BtoB activities**

Capitalising on SberMarket's expertise in delivering food products and office supplies to businesses, the partnership created with Auchan Russia will strengthen this BtoB activity. From January 2022, Auchan products will be offered to business customers and a loyalty programme targeting this type of customer will be launched.

### **Creation of a shared Customer Service department**

In order to manage the quality of the service delivered, build customer loyalty and offer new services, a Customer Services department will be set up, bringing together employees from Auchan Russia and SberMarket. In particular, it will be responsible for implementing and operating the NPS (Net Promoter Score) indicators that will support the partnership between Auchan Russia and Sbermarket.

*"Auchan is actively developing in the Russian market with a phygital model that combines the strengths of physical and digital stores. Over the next two years, we aim to increase the share of our online sales by 4, from 5% to 20% of our turnover. In this process, the partnership with Sbermarket is strategic. Using their technological solutions will enable us to accelerate the ramp-up of our phygital model".*

Ivan Martinovitch  
CEO of Auchan Retail Russia

*"One of SberMarket's main objectives is to partner retailers in the development of e-commerce. We are delighted that our collaboration with Auchan is moving to the next level of strategic partnership. We have shared, long-term goals. Our areas of cooperation include marketing campaigns, support for the auchan.ru website on the white label model, and development of joint darkstores."*

Artour Sarkissov  
Vice President of SberMarket  
in charge of Development

### About Auchan Retail

Present in 12 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, click-and-collect and e-commerce) with 2100 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 180,000 employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better.

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### About SberMarket

SberMarket is an online service delivering groceries and essential products from shops of choice. It was set up as a successor of Instamart delivery online service, which became part of Sber in September 2019. The service provides delivery from over 86 chains including federal retail chains. Each month, SberMarket handles over 1 million orders in 150 cities across the country - anywhere from Kaliningrad to Vladivostok. The company was founded in 2013 by Dmitry Zhulin, Andrey Zhulin and Petr Fedchenkov under the Instamart brand. Official website: <https://www.sbermarket.ru>

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