

Press Release – 14 June 2022

Following on from its success in Senegal,
Auchan Retail is setting up operations in Côte d'Ivoire.

On Tuesday 14 June, Auchan opened its first Ivorian supermarket in the municipality of Cocody in Abidjan. Within a few days, four other stores will be open in the municipalities of Cocody, Abobo and Yopougon.

A second location in Africa

Côte d'Ivoire becomes Auchan's thirteenth country worldwide and its second in Africa, after Senegal. With a presence in the country since 2015, the brand has become Senegal's leading food distributor. It has 36 points of sale and an online store, combined with a click&collect and home delivery service.

Five stores in Côte d'Ivoire by the end of June 2022

Auchan's first steps in Côte d'Ivoire include plans to open a 900 m² supermarket located in the municipality of Cocody in Abidjan. Four MyAuchan convenience stores will also be open by the end of the month (one each Cocody and Abobo and two in Yopougon). These stores were designed with the needs of the Ivorian population in mind. They will offer a varied, food-oriented range made up of both local and Auchan brand products.

Become Ivorians' preferred brand

From the outset, Auchan Côte d'Ivoire was established as a project for the Ivorian people, by the Ivorian people, and working alongside the Ivorian people. With this in mind, the brand is committed to offering its customers, employees and partners a unique experience centred on three basic pillars:

- **Healthy food at unbeatable prices**

Echoing Auchan's mission around the world – *To help residents by bringing them good-quality food at the best prices* – the Auchan Côte d'Ivoire team is driven by the pleasure that comes in providing all sections of the population with healthy, good-quality food, and with products and services at the best prices.

- **A unique employee experience:**

Auchan employees are the brand's main ambassadors. By supporting their well-being, Auchan also takes care of its customers. This is the essence of the human project designed by Auchan Côte d'Ivoire. It gives everyone the means to feel good, to perform, and to do a job that has meaning as part of a collective effort. It is a source of rewarding career opportunities and job creation for the country.

- **Social commitment**

Auchan's contribution to the Ivorian economy takes place on several levels, particularly with local agricultural producers. The integration of their products into a modern distribution channel is at the heart of the company's development strategy. This approach allows Auchan to guarantee food security while playing a role in the growth of agricultural sectors that create value for the country. Auchan Côte d'Ivoire is also committed to controlling environment-friendly production, and promotes a zero waste policy. Through partnerships with food non-profit organisations or banks, the company helps people in local neighbourhoods who lack sufficient food.

To mark the opening of the first Auchan store in Côte d'Ivoire, Fatoumata Bâ, President of Auchan Retail in Africa, said:

"Our ambition is to democratise access to modern distribution systems, while contributing to the economic development of Côte d'Ivoire, benefiting every Ivorian. We are recognized for our actions to support purchasing power while offering products that are healthy for both people and the planet. This is what our project is all about."

ABOUT AUCHAN RETAIL

With its brands present in 13 countries, Auchan Retail encompasses all food trade formats, with more than 2,000 points of sale including hypermarkets, superstores, supermarkets and convenience stores, plus e-commerce and click&collect outlets in some countries. To build a modern and expanding retail business, Auchan Retail places its customers at the heart of its strategy via discount prices, the choice and diversity of its offers, quality of service, and by adapting to local markets.

Press contact – Antoine Pernod - +33 6 64 20 06 64 – apernod@auchan.com