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PRESS RELEASE

CFAO WELCOMES FIVE NEW BRANDS INTO ITS CLUB OF BRANDS IN AFRICA

A second group of international brands is joining the club of brands created by CFAO for Africa. This innovative club gathers a new generation of brands wishing to support the rise of the African middle class. Five international brands joined the club in November 2014.

Among the new brands, the perfume and cosmetics chain **Beauty Success** and the footwear brand **San Marina** will be strong additions to the beauty and personal equipment segments. At the same time, **Jeff de Bruges** will be inviting consumers to discover its chocolates in its specialized shop concept.

The restaurant chains **El Rancho** and **Baïla Pizza** will be among the flagship brands of the Food Court, a lively meeting place at the heart of CFAO's shopping centers in Africa. Varied offerings and menus that are adapted by the restaurant operators will make it possible to satisfy the tastes and expectations of African consumers.

"Many brands have contacted CFAO to express interest in joining our club of brands. Our strategy, which draws on our in-depth knowledge of the continent, enables us to introduce these brands to Africa and to develop them. Other signatures are in progress. They will soon be added to our offerings", says Xavier Desjobert, Chief Executive Officer of CFAO Retail.

The club of brands, which will include a total of around 20 brands, will open in several dozen shopping centers operated by CFAO in eight African countries: Cameroon, Congo, Côte d'Ivoire, Gabon, Ghana, Nigeria, Democratic Republic of the Congo and Senegal.

The five new members of the club of brands

Beauty Success

The No. 1 franchised selective perfumery brand and the fourth-ranked actor on the market, Beauty Success, which this year is marking its 20th anniversary, currently has 300 sales outlets, 200 of which are franchised and 100 of which are branches. It has 12 sales outlets outside mainland France (in Morocco, and the French Overseas Collectivities and Departments of Papeete, Nouméa, Guadeloupe and Reunion). The brand, which wishes to boost its international presence, is set to focus its strategy in this direction. Its exclusive "Complete Beauty" concept is unique because it provides the whole range of beauty care lines under a single brand: perfumery, beauty salon and beauty care products.

San Marina

San Marina has been offering fashion for all styles for 30 years. Since its first store opened in 1981, San Marina has been putting shoes on the feet of men and women who are looking for accessible chic, and it also offers children's shoes. The variety of the collections, from enduring classics to the very latest designs, along with original styles and reasonable prices, are the key drivers of the brand's success. San Marina has more than 250 stores in France and abroad, and since 2001 it has belonged to one of the world's largest footwear groups, Vivarte.

Jeff de Bruges

Jeff de Bruges is a brand that specializes in the sale of chocolates and was established in 1986. The concept unites two major chocolate traditions: French, for creative recipes, and Belgian, for its expertise and mastery of production methods. The brand, which is the product of constant innovation and original recipes, offers excellent value for the money. A gourmet's world filled with the flavors of childhood, and the pioneer of a concept of sophisticated, delightful stores, Jeff de Bruges invites consumers to discover new sensations as it reinvents the customer experience.

Jeff de Bruges currently has 430 stores in France and 51 abroad.

El Rancho

With 28 outlets in operation since 1992, El Rancho is the No1 TEX-MEX restaurant chain in France. EL RANCHO's unique cuisine, served in a distinctive Mexican décor and atmosphere, is an invitation to a journey of discovery. Using the best Texan and Mexican recipes, this successful blend is based on signature products that have international recognition: fajitas, guacamole, quesadillas, wraps and of course, chili con carne. El Rancho plans to join CFAO in Africa in its Express format, which is particularly well suited for the Food Court setup that will be used for food service.

Baila Pizza

Baila Pizza's creation dates back to its founder, Eric Olivier's love of Italy. In 1996, he developed a concept of cooking pizzas in wood-fired ovens in the Italian tradition and selling them for takeaway. Then, several years later he opened his first restaurant that offered both sit-down service and takeaway. In 2010, with an updated concept centered around an authentic wood-fired oven and a more extensive menu, the brand started franchising in France. Strengthened by this success, the brand continued the franchising initiative and by the end of 2015 it will have nearly 40 restaurants in France. Baila Pizza offers a diverse, flavorful menu, and the restaurant is committed to using premium products.

For more information about CFAO Retail: www.cfao-retail.com

About CFAO

CFAO is a front-ranking specialized distributor and preferred partner of major international brands, serving the high-potential equipment & services, healthcare and consumer goods business lines in Africa and the French overseas territories.

CFAO has operations in 37 countries – including 34 in Africa – and 7 French overseas territories. The Group had a headcount of 12,000 at end-2014. In 2014, CFAO generated consolidated revenue of €3,560.4 million and recorded recurring operating income of € 270.7 million.

CFAO is a 97.4%-owned subsidiary of TTC (Japan).

CFAO is listed on NYSE Euronext in Paris.

Find CFAO on Bloomberg: CFAO: FP and Reuters: CFAO.PA

For more information: www.cfao-group.com

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