



Sèvres, 27 October 2015

## PRESS RELEASE

### **A YEAR AFTER ITS LAUNCH, THE CFAO RETAIL CLUB OF BRANDS NOW INCLUDES AND DEVELOPS 15 BRANDS IN AFRICA**

Five new international brands have now joined the CFAO club of brands, an innovative partnership whose members represent a new generation of international companies keen to stay in step with Africa's emerging consumer class. The club has attracted 15 international brands since its inception in November 2014, bringing it to the end of the first stage of its business-development strategy.

This third group of brands includes a number of leading names in fashion and textiles, along with a new addition in catering. La Halle Mode & Accessoires, La Halle Chaussures & Maroquinerie, Jules and Morgan will all expand the range of clothing on sale at the shopping centre due to open in Abidjan by the end of 2015 while Brioche Dorée will enhance the Food Court offering.

The club of brands puts CFAO in a position to provide a truly international selection in its shopping centres. It will feature in dozens of shopping centres operated over the next 10 years in eight African countries, including Cameroon, Congo, Côte d'Ivoire, Gabon, Ghana, Nigeria, DRC and Senegal.

The Abidjan shopping centre, for instance, will have over 50 stores, with more than half selling international brands, including 15 from the club of brands. This will be backed by a comprehensive range of services.

The club of brands already includes Baïla Pizza, El Rancho, Jeff de Bruges, Beauty Success, L'Occitane en Provence, Bonobo, Cache Cache, Kaporal, San Marina and La Grande Récré.

"For the first time in Africa, consumers will have access to a full range of products and services all in the same place, in a shopping centre that reflects the highest international standards. The club of brands is a catalyst for the development of companies that have understood the needs of Africa's emerging population. These partnerships allow these companies to benefit from CFAO expertise in distribution and access to African consumers," explains Xavier Desjobert, Chief Executive Officer, CFAO Retail.

## **The five new brands in the club of brands**

### **La Halle Mode Chaussures et Maroquinerie**

*La Halle Mode Chaussures et Maroquinerie comprises two flagship brands from the Vivarte Group, **La Halle Chaussures & Maroquinerie** and **La Halle Mode & Accessoires**. Over the past 30 years, the two brands have built a strong position in the family store market, offering a wide selection of products to meet the full range of family needs with an ongoing focus on offering the most affordable prices. With 1,300 stores, the two La Halle brands now have an undisputed position in the French ready-to-wear market, with nearly one in three French people buying products in a La Halle shop every year.*

### **Jules**

*Jules is a French ready-to-wear fashion company that has been part of Association Familiale Mulliez (AFM) since 1996. The brand is sold in more than 450 stores in France, Belgium, Spain, Italy, Morocco, Tunisia, Algeria, Russia, Georgia, Qatar, Kuwait, Bahrein and the United Arab Emirates. The entire collection is available online on [jules.com](http://jules.com). Jules provides affordable fashion to meet the full range of lifestyle needs for young, active men.*

### **Brioche Dorée**

*Founded by Louis Le Duff in 1976, Brioche Dorée is the world's leading French-style fast food chain, with over 500 restaurants worldwide and more than 125,000 sandwiches sold daily. The brand's key values include offering high-quality products and continually innovating to stay a step ahead in meeting the needs of consumers. Every day, more than 300,000 customers around the globe choose Brioche Dorée based on its quick, convenient service and the variety of its products.*

### **Morgan**

*With 385 points of sale worldwide and retail sales of €234 million in 2014, Morgan is a flagship brand of the Beaumanoir Group, and France's leading textiles group in terms of points of sale and the second-largest in terms of revenue. Founded a little over 40 years ago, the Paris-based brand has since forged a unique identity in the global ready-to-wear market with its glamorous and feminine collections.*

## **Club of Brands: the 15 brands**

### ***Fashion***

Bonobo (Beaumanoir Group)  
Cache Cache (Beaumanoir Group)  
Jules  
Kaporal  
La Halle Chaussures & Maroquinerie (Vivarte Group)  
La Halle Mode & Accessoires (Vivarte Group)  
Morgan (Beaumanoir Group)  
San Marina (Vivarte Group)

### ***Beauty***

Beauty Success  
L'Occitane en Provence

### ***Toys & Games***

La Grande Récré (Ludendo Group)

### ***Catering/Food Court***

Baïlla Pizza  
Brioche Dorée (Le Duff Group)  
El Rancho  
Jeff de Bruges

***Find out more about CFAO Retail at: [www.cfao-retail.com](http://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 markets in Africa and French overseas territories: The Group is active in 39 countries, including 34 African countries and 7 French overseas territories. It employed 12,000 people 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 97.5%-owned subsidiary of TTC (Japan).*

*CFAO is listed on NYSE Euronext Paris.*

*Find CFAO on Bloomberg : CFAO:FP and Reuters : CFAO.PA – To find out more, go to [www.cfaogroup.com](http://www.cfaogroup.com)*

**CFAO Group contacts**

<b>CFAO press agency 35°Nord</b> Romain Grandjean rg@35nord.com +33 6 73 47 53 99	<b>CFAO Communication</b> Françoise Le Guennou-Remarck Vice President Institutional Relationship and Communications fleguennouremarck@cfao.com + 33 1 46 23 58 70	<b>CFAO Investors and Financial Analysts Relations</b> Olivier Marzloff Corporate Secretary omarzloff@cfao.com + 33 1 46 23 58 25
--	--	---