



Sèvres, November 27, 2015

**PRESS RELEASE**

**PLAYCE:  
CFAO PRESENTS A NEW GENERATION  
OF SHOPPING CENTERS IN AFRICA**

**Playce**, the official brand of shopping centers operated by international distribution group CFAO in Africa was launched today in Abidjan (Côte d'Ivoire). The first **Playce** shopping center, which boasts a total surface area of 20,000 square meters, will open in Abidjan's Marcory district in December 2015.



The **Playce Marcory** shopping center will be the first of several dozen centers operated by CFAO set to open in eight African countries. Like **Playce Marcory**, the other centers will also be known by the brand name, **Playce**, combined with their geographic location.

As CFAO Retail CEO **Xavier Desjobert** explains, *"Playce shopping centers are a promise to consumers, a promise of access to a modern, attractive and affordable retail space; a promise of being able to shop for new international brands thanks to the guaranteed presence of fifteen brands from the CFAO Retail Club of Brands; the promise of always finding a Carrefour hypermarket... Playce offers a new customer experience, and is our Brand of shopping centers dedicated to serving African consumers!"*

Located on Boulevard VGE, one of Abidjan's major thoroughfares, **Playce Marcory** contributes to the overall allure of the city with its original design and aesthetic architecture. All **Playce** centers will share the same signature look, making them instantly recognizable.

**Playce** is a socially responsible brand and it aims to become an industry benchmark in West and Central Africa. **Playce** was designed and conceived in compliance with the highest international health and safety standards.

The heart of the shopping center will serve as a public gathering place – symbolized by the Y in the middle of **PlaYce** – for leisure activities and sharing ideas. CFAO designed the innovative building to be an open, friendly, social space for the population to get together as well as a modern shopping area.

Much like the three branches of the symbolic Y, **PlaYce Marcory** will be made up of three main hubs: a Carrefour hypermarket, a mall with around 50 shops and a food court. The mall and food court will be home, in particular, to the brands that are now part of the CFAO Retail Club of Brands.

*“PlaYce: a real solution to the critical challenge of accompanying Africa’s emerging middle class in their new consumption patterns!”*

**To learn more about CFAO Retail, please visit [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 the 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)*

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