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PRESS RELEASE

CFAO LAUNCHES AN INNOVATIVE E-COMMERCE OFFERING IN AFRICA WITH AFRICASHOP

Africashop (www.africashop.ci), is an innovative online shopping solution for Africa, unveiled on Saturday, April 2, 2016 in Abidjan, Côte d'Ivoire. The new site is the first milestone in CFAO's digital development plan.

Africashop is designed to give African customers direct, easy access to leading international brands. Through Africashop.com, consumers in Africa can now shop on partner-brand sites and benefit from home delivery. The platform provides direct access to the latest collections and allows users to add products from a variety of brands to a single basket.

Africashop points of sale in Abidjan—to be followed by Dakar in the next few days—provide additional services that allow customers to benefit from the advice of sales assistants, shop on the tablets available in-store and pay for orders taken online.

By offering adapted, secure payment solutions, the Africashop model overcomes one of the main deterrents to e-consumers in Africa, who have until now been unable to make purchases on international sites, largely due to banking restrictions. Efficient international logistics and an all-in-one offering including transport, customs clearance and home delivery allow Africashop to offer a unique service to African customers or any diaspora wishing to have their purchases delivered to their door in Africa.

Richard Bielle, Chairman of the CFAO Management Board: "Africashop is another extension of the Group's strategy, enabling leading partner brands to reach Africa's emerging middle class. We wanted to launch this start-up as one of the new models for e-commerce in Africa."

E-commerce in Africa represented 2% of e-commerce transactions worldwide in 2015, totalling \$8 billion. The sector has enjoyed vigorous growth, with 30% more users a year since 2010. Driven by the development of the internet and the growing number of mobile devices, Africa could become the second-largest market for European consumer goods by 2017.

To meet the needs of consumers, Africashop delivers an offering based on international brands such as La Redoute, Vertbaudet, Devred, Etam, Somewhere and Maty—which offer a variety of products that African consumers could not readily access until now—along with increasingly popular African designers like Sawa, Elikia Beauty, De La Sébure and Manoir Coloré.

Olivier Nguyen-Khac, Africashop Managing Director: "Until now, African e-consumers had access to only a limited range of products because of the difficulties faced by European sites in delivering their products to people's homes in Africa. Through Africashop, we will give our customers access to an increasing array of brands in a wider variety of categories over the next few months."

After Côte d'Ivoire on April 2, Africashop will continue its roll-out in Senegal with the launch of the website www.africashop.sn in April 2016.

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 12,370 people at end-2015. In 2015, CFAO generated consolidated revenue of €3,435.7 million and recorded recurring operating income of €269.2 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

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