



PRESS RELEASE

LACOSTE JOINS CFAO'S CLUB OF BRANDS TO BOOST ITS GROWTH IN WEST AFRICA

Paris, 6 July 2017

Today, LACOSTE is opening its first store in West Africa at the Abidjan (Côte d'Ivoire) PlaYce Marcory shopping center.

The opening comes under an agreement between CFAO Retail and the LACOSTE brand bearing on six countries of sub-Saharan Africa (Côte d'Ivoire, Cameroon, Senegal, Gabon, Republic of the Congo and the Democratic Republic of the Congo).

The LACOSTE shop at PlaYce Marcory, occupying 110 m², will present collections for men, women and children as well as sports clothing and accessories, offering an unprecedented customer experience in accordance with the brand's new commercial and creative strategy.

The iconic L.12.12 polo shirt, the star of the brand's comprehensive, diversified range, is showcased in the Polo Bar.

LACOSTE is now a member of CFAO Retail's Club of brands, a network of international brands that have entrusted their growth in Africa to CFAO's expertise.

According to Xavier Desjobert, Chief Executive Officer of CFAO Retail, "The opening of LACOSTE's first store represents a milestone for the Club of Brands, confirming that our strategy of making quality goods available at affordable prices is a valid one. Thanks to LACOSTE and the premium sector it is associated with, we are giving the Club of Brands a premium dimension to satisfy consumer expectations in sub-Saharan Africa."

A second store is to open in 2019 in Abidjan. Three more openings are planned between now and 2019 in Cameroon and Senegal.

About CFAO

CFAO is a key player in specialised distribution in Africa and in French overseas territories, and is a partner of choice for major international brands. The Group is a market leader in automotive and pharmaceutical distribution, and continues to grow in consumer goods and new technologies. CFAO has a direct presence in 36 African countries and provides a gateway to 53 of the 54 countries that make up the African continent. The Group is also active in seven French overseas territories and in Asia. It employs 15,200 people. CFAO generated consolidated revenue of €4,228 million in 2017. CFAO is a subsidiary of the TTC Group (Japan).

Find out more at: www.cfaogroup.com
Find out more at: www.cfao-retail.com

About Lacoste

For LACOSTE, Life is a Beautiful Sport!

Since the very first polo was created in 1933, LACOSTE relies on its authentic sportive roots to bring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children.

With a vision to be the leading player in the premium casual wear market, the Crocodile brand is today present in 120 countries through a selective distribution network. Two LACOSTE items are sold every second in the world.

As an international group gathering 10,000 women and men, LACOSTE offers a complete range of products: apparel, leather goods, fragrances, footwear, eyewear, home wear, watches and underwear, all of them being elaborated in the most qualitative, responsible and ethical way. In 2016, the brand garnered a turnover of more than 2 billion euros.

For more information: www.lacoste.com

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