

Major initiative in Casino Group e-commerce strategy

Project to create an e-commerce platform establishing a major global pure-player

Casino Group announces today a project to create an e-commerce platform combining businesses of Cdiscount in France, Colombia and Asia¹, and Nova Pontocom in Brazil (company jointly held by GPA and ViaVarejo).

This transaction would create a major global e-commerce pure-player with total business volumes of \$4.1bn² in 2013. A listing of the combined entity on a U.S. stock market, where many significant internet technology players are listed, is considered in order to accelerate its development and increase its visibility.

The project is studied by the involved companies and will be submitted for approval of their required corporate bodies.

Cdiscount: with business volumes of \$2.1bn² in 2013 (including the marketplace), Cdiscount is a leader of e-commerce in France. Three new websites, under the Cdiscount brand, were launched during the first quarter of 2014 in Colombia, Thailand and Vietnam, relying on the expertise, know-how and knowledge of the Group.

Nova: with business volumes of \$2.0bn² in 2013, Nova is a leading e-commerce group in Brazil. Nova develops an e-commerce offer through pontofrio.com, casabahia.com.br, extra.com.br, barateiro.com, partiuviagens.com.br and its B2B solutions in particular through eHub.com.br. Nova launched in 2013 the first marketplace in Brazil.

¹ Through existing joint-ventures with Exito in Colombia Big C Thailand and Big C Vietnam in Asia.

² Historical financial information reported in € has been converted into U.S. Dollars based on the average currency exchange rate of the European Central Bank for 2013.

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