

Carrefour

BRAND RESEARCH

Strategic Market Planning Team
SHINSUNGTONGSANG



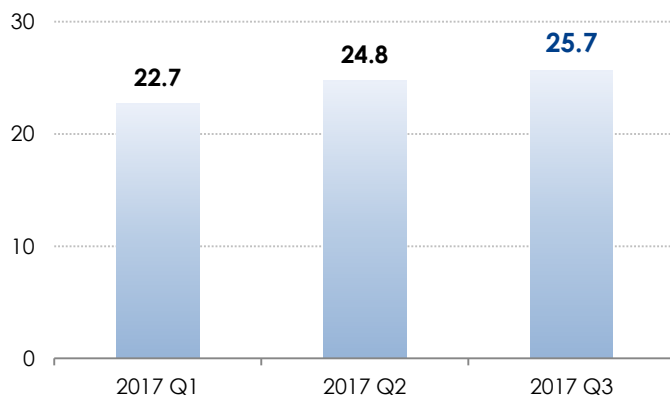
Carrefour S.A. is a French multinational retailer headquartered in Boulogne Billancourt, France. It is one of the largest hypermarket chains in the world (with 1,462 hypermarkets at the end of 2016). Carrefour operates more than 12,000 stores and e-commerce sites in more than 30 countries, in Europe, the Americas, Asia and Africa. Carrefour is a multi-local, multi-format and omni-channel retail Group that generated total sales of 103.7 billion euros under its banners in 2016. Carrefour means "crossroads" and "public square" in French.

Industry	Retail
Type	Public Company
Founded	1958
Headquarter	Boulogne-Billancourt, France
CEO	Alexandre Bompard
Stores	Convenience Store, Supermarket, Hypermarket, Cash & Carry
Employees	384,151
Webpage	Carrefour.com



FINANCIAL HIGHLIGHTS

Quarterly Total Sales (\$ Billion)



Third Quarter Highlights

\$25.73 billion _ 2017 Q3 Total Sales

0.5% ↑ _ 2017 Q3 like-for-like sales

- Growth driven by Europe and Latin America
- Improvement in non-food sales

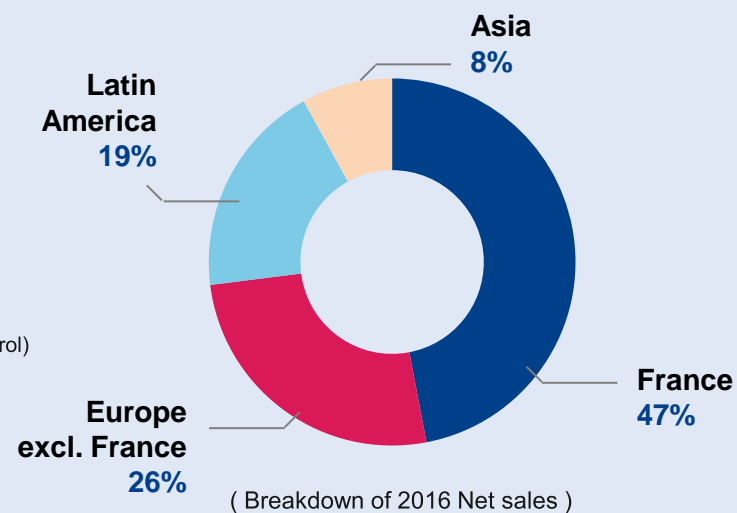
Full Year 2016 Results (\$ Billion)



€85.7bn
Total Sales



3% Up
like-for-like sales growth
year over year (without Petrol)





Worldwide, the Group's stores come in a variety of formats and channels :

1,507

Hypermarket

3,194

Supermarket

7,180

Convenience Stores

171

Cash & Carry Stores



Hypermarkets

Hypermarkets are large stores offering a wide range of food and non-food items, low prices and targeted promotions. Hypermarkets offer a selection of 20,000 to 80,000 food and non-food products.

Supermarkets

Supermarkets offer a wide and varied selection, displays bursting with fresh produce and local products, an appropriate assortment of non-food products, attractive prices in every aisle, and regular promotions.

Convenience Stores

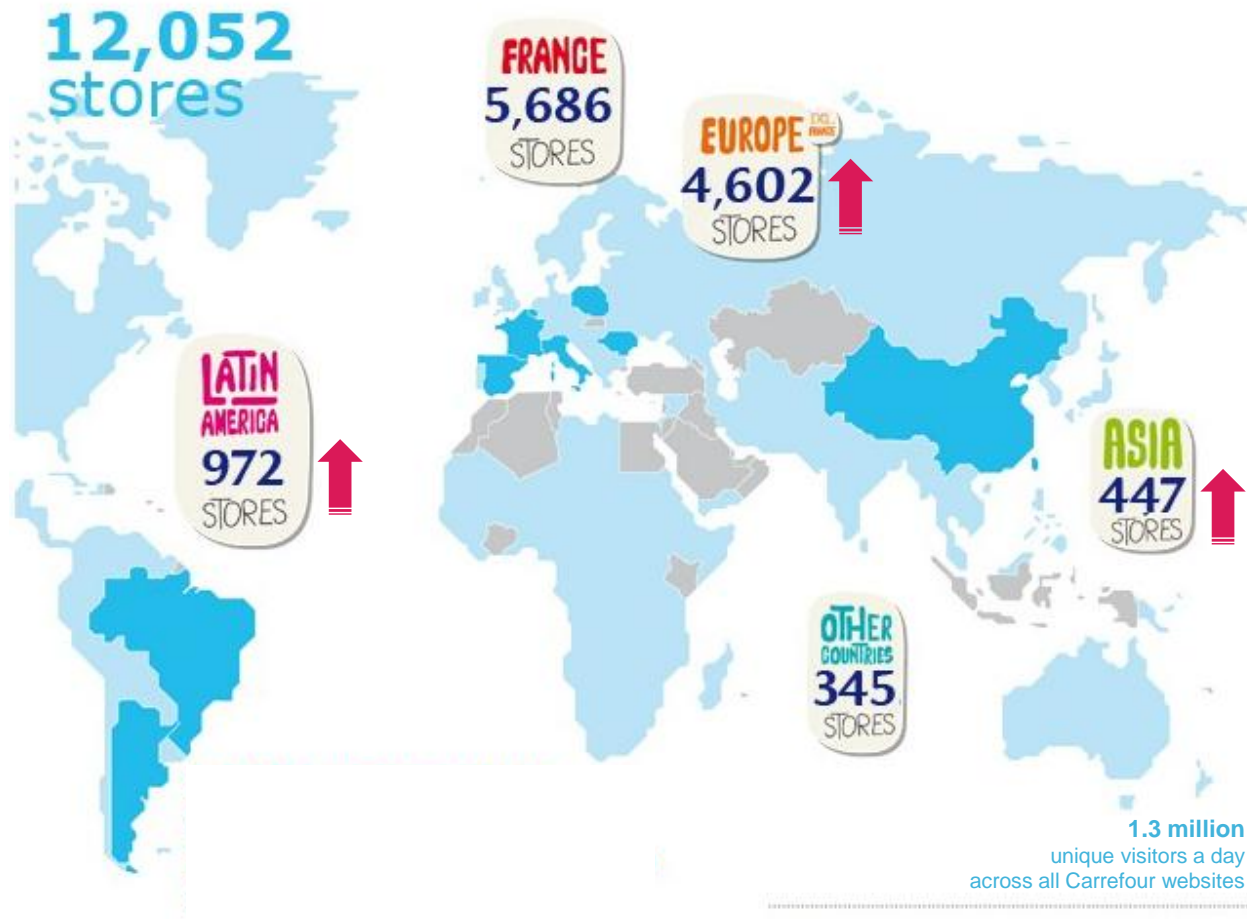
Express, City, Contact, Montagne, Bio, Proxi, 8 à Huit... are banners designed for everyday shopping. They are inviting and modern convenience stores with products designed to meet the needs of local customers, with low prices and extended opening hours.

Cash & carry and Hypercash stores

The various banners offer restaurateurs and other professionals a wide range of food and non-food products at wholesale prices.

Carrefour Stores worldwide

As of June, 2017, Carrefour group operates over 12,000 stores in more than 30 countries



2016 Operations

5,670 stores _ France

3,873 stores _ Europe (excl. France)

952 stores _ Latin America

348 stores _ Asia

1092 stores _ Others

* *United States* – Carrefour opened hypermarkets in Philadelphia (in 1988) and Voorhees Township, New Jersey (in 1992). Both stores closed in 1994.

Integrated countries Franchise countries

* Others – Northern Africa, Middle East and Dominican Republic

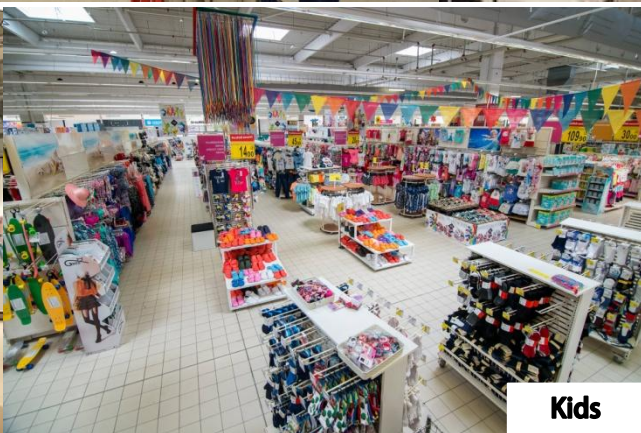
STORES



Women



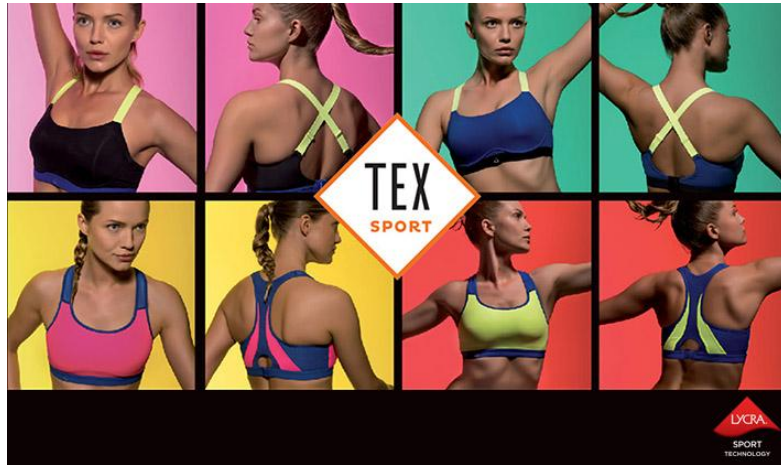
Men



Kids



PRIVATE BRAND (Apparel)



The TEX brand adapts to the dynamic lifestyle we live in, offering the best quality / price / fashion ratio and illustrates the common philosophy of all Carrefour hypermarkets, namely: for a better life.

The styles proposed by TEX

TEX Basic with day dresses, comfortable

TEX Casual , a category for less formal

TEX Sport , sports articles from antiperspirant and wear-resistant fabrics

TEX Lingerie , range of underwear for the whole family, with various styles

TEX Nightwear (pajamas) made of pleasant and comfortable material, for fantastic party pajamas

TEX Baby designed for children between 0 and 3 years of age, with comfortable materials of the highest quality, including organic fabrics

TEX Operates primarily in store.
Online Shopping available in Brazil, Spain and Romania

Rapid roll-out of e-commerce

ALL COUNTRIES HAVE AN ONLINE OFFER

										
	FRANCE	SPAIN	ITALY	BELGIUM	POLAND	ROMANIA	ARGENTINA	BRAZIL	CHINA	TAIWAN
Food e-commerce	✓	✓	✓	✓	✓	✓	<i>in progress</i>	<i>in progress</i>	✓	✓
Non-food e-commerce	✓	✓		<i>in progress</i>	✓	✓	✓	✓		
Marketplace	✓	✓		<i>in progress</i>	<i>in progress</i>	<i>in progress</i>		✓		
Click & Collect	✓	✓	✓	✓	✓		✓			✓

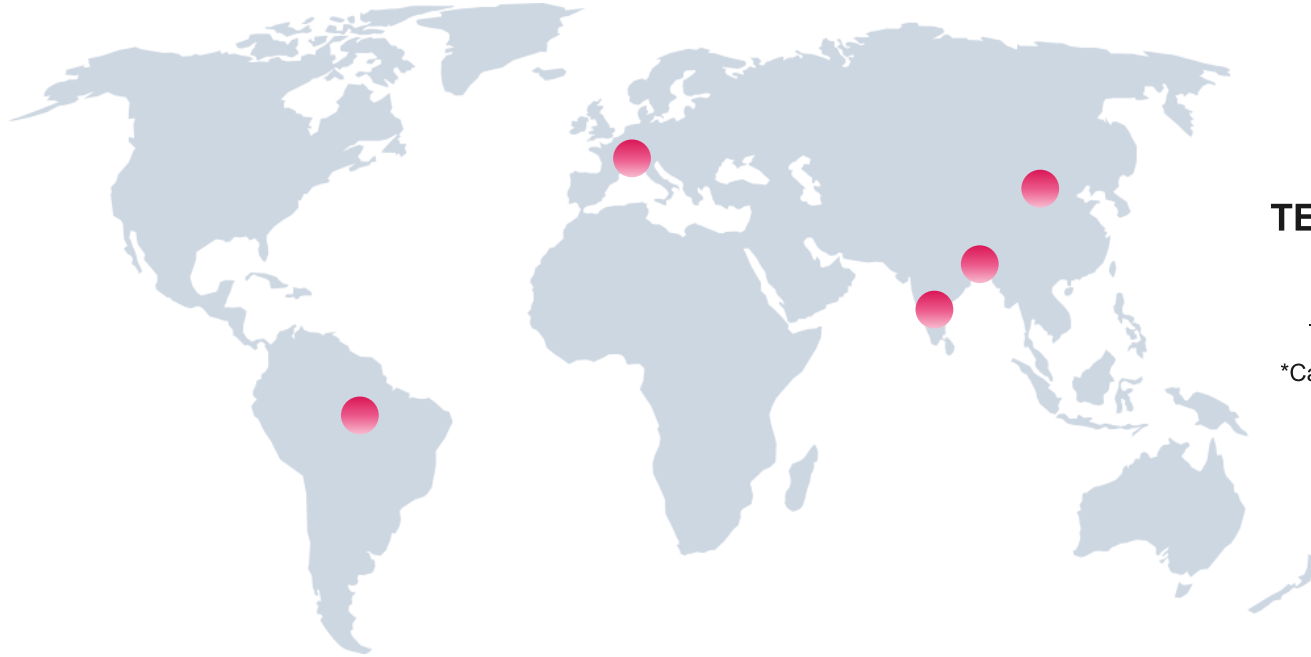
○ - TEX online shops

Carrefour operates e-commerce sites in more than 30 countries.

When it comes to **TEX**, it operates online shop in *Brazil, Spain and Romania*.

PRIVATE BRAND (Apparel)

Main production countries



TEX Main production countries listed as:

Brazil, China,
Bangladesh, India, European Union

*Carrefour does not publish a full public list of the names and addresses of its supplier factories.

*According to ' The Tailored Wages report ' published in 2014



Carrefour's Tex clothing brand could be made in Romania

French retailer Carrefour could start collaborating with local textile factories to produce in Romania its own clothing and footwear brand Tex, reports local Wall-street.ro.

Romania Insider.com

TEX Women

- Shirts / Blouses



(€ 12.6 ~ € 19.0)

- Jacket



(€ 13.5 ~ € 36.5)

- Pants



(€ 4.0 ~ € 13.5)

- Dress / Skirt



(€ 12.6 ~ € 17.8)

- Nightwear



(€ 5.2 ~ € 14.7)

- Sweater



(€ 8.8 ~ € 17.8)

- Shirt / Sweat / Hoodie



(€ 3.7 ~ € 15.7)

TEX Men

- Shirts / Blouses



(€ 7.3 ~ € 19.5)

- Jacket



(€ 17.8 ~ € 42)

- Pants



(€ 14.7)

- Sweater



(€ 19.9 ~ € 25.0)

- Nightwear



(€ 4.6 ~ € 25.0)

- Shirt / Sweat / Hoodie



(€ 6.3 ~ € 31.5)

TEX Kids

- Shirts / Blouses



(€ 7.3)

- Nightwear



(€ 3.8 ~ € 10.5)

- Jacket



(€ 8.4 ~ € 9.4)

- Sweater



(€ 5.2 ~ € 10.5)

- Pants



(€ 3.1 ~ € 7.3)

- Sweater

- Shirt / Sweat / Hoodie



(€ 2.5 ~ € 9.4)

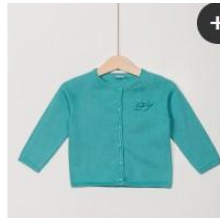
TEX Baby

- Pants



(€ 4.2 ~ € 7.3)

- Sweater



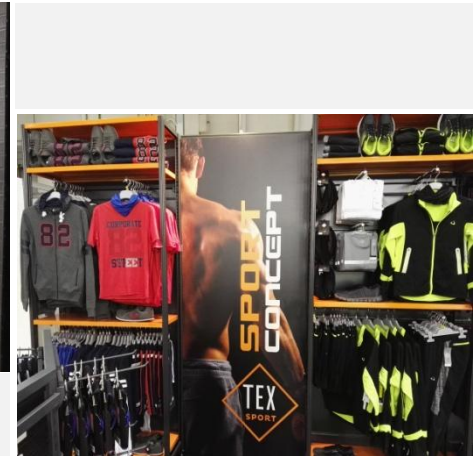
(€ 4.2 ~ € 7.2)

- Shirt / Sweat / Hoodie



(€ 1.7 ~ € 7.3)

TEX Sport





THANK YOU

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