



PRESS RELEASE

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## **Intermarché, Auchan and Casino form a long-term purchasing alliance**

At a time of high inflation, when purchasing power is the primary concern of French consumers, Intermarché, Auchan and Casino announced today that they have signed agreements to form a purchasing alliance. Depending on the market, the new arrangement will replace existing agreements between Intermarché and Casino and deploy new ones between Intermarché, Auchan and Casino. It will enable the retailers to forge and sustain long-term (ten-year) partnerships with farming communities and product manufacturers across France. The alliance is also aligned with the shared commitment to safeguard France's food sovereignty, strengthen each banner's proprietary networks and conduct price negotiations with major manufacturers.

### *Food products:*

A broad-based central purchasing agency, set up by Intermarché and Auchan and managed by Intermarché, will be tasked with negotiating the purchase of national brand food products from leading producers. It will be France's largest central food purchasing agency, in terms of both market share and the diversity and complementarity of the store formats it serves. It will also create additional purchasing synergies for Casino Group compared with its previous agreements with Intermarché.

Under the new alliance, Auchan Retail will be integrated into the central private-label supplier approval agency set up by Intermarché and Casino Group in 2023.

A central international services negotiation and marketing unit, managed by Intermarché, will also be responsible for negotiating with the largest international agri-foods producers. Formed by Intermarché and Auchan, it will enable Casino Group to benefit from the same terms and conditions.

### *Non-food products:*

A central non-food purchasing agency, managed by Auchan Retail, will be responsible for negotiating with national brand suppliers on behalf of the three partners.

Intermarché and Casino will also benefit from Auchan's purchasing negotiation platforms for the sourcing and supply of private-label products.

Auchan, Intermarché and Casino will set up a central international services negotiation and marketing unit, to be led by Auchan.

These partnerships will be forged in strict compliance with applicable competition law and regulations. Each of the partners will remain completely independent in terms of marketing, pricing and promotions, as well as in the expansion of their store bases.

The proposed alliance will be presented to the employee representatives of Intermarché, Auchan and Casino for information and consultation. Following this process, the final agreements will be signed and submitted to the relevant regulatory authorities.



**Auchan** | RETAIL

GROUPE  
**Casino**  
NOURRIR UN MONDE  
DE DIVERSITÉ

#### **About Auchan Retail ([www.auchan-retail.com](http://www.auchan-retail.com))**

Present in 13 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, drives and e-commerce) with 2,100 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Auchan Retail's 160,400 employees are committed to good, healthy, local products. Its responsible, people-first approach is the cornerstone of a business that enables everyone – customers, farmers, suppliers and employees – to live better lives.

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#### **About Groupement Les Mousquetaires**

Founded in 1969, Groupement Les Mousquetaires brings together more than 3,000 independent entrepreneurs and 150,000 employees to drive the performance of nearly 4,000 convenience store outlets in France, Belgium, Poland and Portugal. The Mousquetaire store owner-managers form a group of entrepreneurs who are deeply woven into the socio-economic fabric of their host communities. To meet the needs of its banners – Intermarché and Netto (food); Bricomarché, Brico Cash and Bricorama (DIY); Roady and Rapid Pare-Brise (auto services) – Groupement Les Mousquetaires leverages its own network of support services (integrated logistics hubs, central purchasing, property management, etc.) and a food division, with nearly 60 food production facilities, all located in France.

To find out more, visit [www.mousquetaires.com](http://www.mousquetaires.com) – X Mousquetaires

#### **About Casino Group**

Casino Group is a recognised leader in the French retail market, with more than 8,600 outlets nationwide. It operates the country's largest network of convenience stores, with 6,300 units, and ranks second in online non-food retailing through its Cdiscount brand. Thanks to its more than 44,000 employees, driven by their passion for retailing and customer service, the Group has built a portfolio of strong, dynamic, complementary banners and reported net sales of €9 billion in 2023. With a clear vision of how its industry is changing, the Group is committed to accelerating the transformation of retail. To this end, all its retail activities are positioned in the future-facing convenience, premium and e-commerce segments.

#### Auchan Retail media contacts

Marie Vanoye - +33 (0)7 64 49 78 06 - [mvanoye@auchan.com](mailto:mvanoye@auchan.com)

Véronique Rétaux (Presse & Cie) - +33 (0)6 30 07 93 35 -  
[vretaux@presse-cie.com](mailto:vretaux@presse-cie.com)

#### Mousquetaires media contacts

Press office: [presse@mousquetaires.com](mailto:presse@mousquetaires.com)

Michelle Kamar - +33 (0)6 09 24 42 42 - [michelle@source-rp.com](mailto:michelle@source-rp.com)

Charlotte Rabilloud - +33 (0)6 62 03 28 34 - [charlotte@source-rp.com](mailto:charlotte@source-rp.com)

#### Casino Group media contacts:

Stéphanie Abadie - +33 (0)6 26 27 37 05 - [sabadie@groupe-casino.fr](mailto:sabadie@groupe-casino.fr)

Christophe Piednoël - +33 (0)6 15 19 17 55 - [cpiednoel@groupe-casino.fr](mailto:cpiednoel@groupe-casino.fr)