

Press Release – March 16, 2017

Opening of the 100th Darty franchised store

Fnac Darty announces the opening of the 100th franchised Darty store on March 23 at Parthenay in Deux-Sèvres.

The density of the combined network of Fnac and Darty stores is the keystone of the Group's omni-channel distribution strategy. In 2017, the expansion of its store network is at the heart of Fnac Darty's strategy more than ever, with planned openings of more than 50 new stores of both brands.

To make this rapid growth possible, the two brands have focused on franchising for a number of years. Since opening its first franchise store at Challans, in Vendée, Darty has continued to step up its rollout, totaling 100 openings in just three years.

With a surface area of 830 m², the new store at Parthenay will be run by six staff and will offer a wide range of Darty products and services, as well as the entire Darty.com range, through Click & Collect.

"Our 100th store marks an important step in the growth of Darty's network, but it's particularly symbolic because it perfectly represents our vision of the franchise, which is - above all - a great creator of opportunities: at less than 30 years old, our two franchised partners are opening their third Darty store at Parthenay. This is a great entrepreneurial story, like many we have seen in the past three years. We are pleased and proud to support our partners in the long term", says Benoît Jaubert, CEO of Darty France.

Darty will be at the 'Salon Franchise Expo Paris'

*Building on the success of its participation in 2016, Darty will again be present at the Salon Franchise Expo Paris, the meeting point for the sector and a driver of acceleration in the growth of its networks, in France and abroad. **From March 19 to 22, 2017**, visitors to the show will find the brand on the Darty stand - **Hall 2.2, Stand E37 / F42.***

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