



FNAC LAUNCHES ITS UNIVERSAL PAYMENT CARD TO ITS 5 MILLION MEMBERS



Fnac announces the launch of the Fnac Mastercard payment card, upon reaching the threshold of 5 million members. As a new loyalty-building tool, this card allows the brand to boost the attractiveness of its membership program by offering Fnac members a new exclusive benefit. Free to all Fnac customers, it can be used throughout the Mastercard network.

In a little under a year and a half, 1 million customers joined the Fnac card program, which marks the sharpest rise recorded by the brand's iconic loyalty program to date. It now has 5 million members in France, who enjoy special access to entertainment and technology through specific discounts and benefits (see box).

To mark this milestone, Fnac has announced its intention to enhance its membership program with today's launch of the Fnac Mastercard, its first universal payment card, in partnership with Crédit Agricole Consumer Finance. As the only free payment card of all the cards offered by major brands in France, the Fnac Mastercard offers Fnac members an exclusive benefit: 1% of all purchases made with the Fnac Mastercard (including outside Fnac and when making cash dispenser withdrawals) is credited to the Fnac Members loyalty account and can be exchanged for gift cards. This benefit, exclusive to Fnac Mastercard cardholders, comes in addition to all the other Fnac card benefits (5% immediate discount on high-tech products, books, etc.). This means that in Fnac stores, customers can simply present their Fnac Mastercard to enjoy all these Member benefits and to pay for their purchases.

All Fnac customers can now apply in store to have their card delivered to their home by mail.

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FNAC DARTY

Operating in nine countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of the end of December 2016, the Group had a multi-format network of 664 stores, including 455 in France, and is ranked France's second most visited e-commerce site (more than 13.6 million unique visitors per month) with its two retail websites: fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenues of €7.4 billion in 2016.



The Fnac Mastercard can be used in France and abroad, throughout the Mastercard network, at electronic payment terminals, at cash dispensers and on the Internet. Valid for three years, it is directly linked to the customer's bank account and offers free deferred payment at the start of the following month, in addition to a full range of support services and guarantees primarily for customer purchases, both in France and abroad. Every time they use it, customers have the option of making their payments by debit or on credit, either at Fnac or throughout the Mastercard network. Contactless payment is also available.

"We are delighted to be able to offer our customers a free payment card, which provides all the services of high-end bank cards, in addition to a unique benefit for our members. The Fnac Mastercard is a new powerful loyalty-building tool for our brand, fully complementary to both our Fnac and Fnac+ cards," says Enrique Martinez, Fnac Chief Executive Officer France.



The benefits of the Fnac card:

- 5% immediate and permanent discount in the High Tech / Kids / Stationery / Sport / DIY / Gardening departments
- 5% immediate discount on Books in store
- Free home delivery of books purchased on Fnac.com
- €10 complementary gift card for every €100 of purchases made during Fnac card weekends
- Up to 40% discount on a selection of products during Private Sales
- With the free Family card, up to three people can enjoy the benefits of the same loyalty account
- Access to 18,000 shows at reduced prices, sneak previews, invitations, and other events
- 1% of all purchases made with the Fnac Mastercard credited to the Fnac Members loyalty account; this sum can be exchanged for gift cards

Additional benefits with the Fnac+ Card:

- Unlimited free delivery within 1 business day, with no minimum purchase
- Priority checkout in store
- 2-hour Chronopost free delivery

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