

FNAC DARTY



Press Release – June 23, 2017

Second Fnac store opens in Qatar

Fnac announces the opening of its second franchise store in Doha (Qatar) on Friday, June 23, 2017, in partnership with Darwish Holding, a pioneer in distribution and retail in the Middle East.

This new store in Qatar is Fnac's 75th international store. In Africa and the Middle East, the brand has a franchise presence in four countries: Qatar, Morocco, Ivory Coast and Cameroon, with its first store due to open in the Congo at the end of June.

The new store is located in the Doha Festival City Mall (DHFC), the largest mall in Qatar, housing 540 stores with a floor area of 244,000 m². Following the successful opening of the first Fnac store in the Lagoon Mall in Doha, in May 2015, Fnac Darty continues its partnership with Darwish Holding, a group with renowned expertise both in franchising and in the retail of consumer electronics. Darwish Holding actually retails over 30 brands of consumer electronics in Qatar (including Sony, Yamaha, Bose, and Bang & Olufsen).

The new Fnac store, with a floor area of 1,300 m², has 20 employees. The entire range of products and services offered by the brand will be available there: books, CDs, DVDs, gaming, IT products, telephony, connected objects, audio, photography and TV. A toys/games area for children is also offered.

Fnac Darty will open four new Fnac stores in Qatar by the end of 2020, in partnership with Darwish Holding.

ABOUT 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 December 2016, the group has 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.

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