

Press release

Fnac Darty and Bouygues Telecom announce strategic retail agreement as part of the development of Fnac Connect

- **Bouygues Telecom’s landline and mobile offers will now be available in Fnac Connect stores**
- **Nearly fifty new Fnac Connect franchises will be created within 5 years; the first store opens today in Sainte-Maxime**

Paris, June 26, 2018 - Fnac Darty and Bouygues Telecom announce that landline and mobile services offered by the operator will be sold in the new Fnac Connect stores.

Bolstered by this partnership, unveiled today at the opening of the new Fnac Connect store in Saint-Maxime (Var), Fnac Darty has announced the creation of some fifty new Fnac Connect stores over these next five years, where Bouygues Telecom offers will be sold.

Launched in 2014 on the Champs-Élysées in Paris, prior to its rollout in the form of dedicated spaces in all Fnac stores, the Fnac Connect concept is entirely dedicated to telephony and connected devices. Designed to provide customers with a unique and fun experience, these spaces and stores offer the widest selection in the market in these categories (smartphones, connected watches and bracelets, camera drones, headsets and speakers, accessories for the connected home, etc.). Fnac Connect stores, where the average surface area is 100m², provide omni-channel access to the entire Fnac catalog, including publishing products.

The Sainte-Maxime store, which opened today, is the fifth in France entirely dedicated to the Fnac Connect concept. Two other stores opened abroad (Bilbao and Lisbon).

“Notably with our Fnac Connect spaces and stores, and the availability of Bouygues Telecom offers at Darty, Fnac Darty is now one of the largest retailers of smartphones and phone accessories in France. By expanding our partnership with Bouygues Telecom to the Fnac Connect network, which supports a bold rollout plan, we’ll be able to enhance our leading position in these markets,” declared Vincent Gufflet, Commercial Director at Fnac Darty.

“Bouygues Telecom now provides 4G coverage for 96% of the French population. Rollout of Fnac Connect stores will allow us to complete our retail presence in regional areas where our 4G coverage has enjoyed the largest growth,” stated Chrystel Abadie Truchet, Director of Sales at Bouygues Telecom. “We are fully confident in the capacity of Fnac Connect teams to promote our offers and are delighted to win new customers as a result of their informed advice.”

About Fnac Darty

Operating in eleven countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of end of December 2017, the Group, which has 26,000 employees, has a multi-format network of 728 stores, including 502 in France, and is ranked France's second most visited e-commerce site (nearly 20 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 2017.

About Bouygues Telecom

As a global communications operator, Bouygues Telecom makes its mark by bringing the best technology it has to offer to its 18.3 million customers every day. The excellence of its 4G network, along with its landline and Cloud services allow customers to enjoy their digital life simply and fully, wherever they are. Bouygues Telecom is proud of the innovations provided over the last 20 years to French citizens and its strategy will always remain the same: to democratize new technologies.

#welovetechnology

www.bouyguetelecom.fr

Press contacts:

Fnac Darty:

Alexandre André: +33 (0)1 55 21 55 46 - +33 (0)6 16 39 62 48 - alexandre.andre@fnacdarty.com

Claire Fournon: +33 (0)1 55 21 57 10 - claire.fournon@fnacdarty.com

Bouygues Telecom :

Jérôme Firon: +33 (0)1 39 26 62 42 – jfiron@bouyguetelecom.fr