

Fnac Darty is launching a unique subscription-based repair service to significantly extend the lifespan of large domestic appliances

- Fnac Darty is the first European retailer to offer a subscription program to significantly extend the lifespan of large domestic appliances. This service, known as Darty MAX, will be launched on October 25, and will be available in 404 Darty stores in France.
- Darty MAX is carrying on the Group's historic commitment to responsible consumption. This launch is an opportunity for the Darty brand to offer the *New Darty Contract of Confidence*. This unique contract, created in 1973, stands as the company's commitment to fulfil its commercial promise with its three hallmarks – price, service, and advice – and, thus, its commitment to the sustainability of its products.
- This unique service is just one more step toward transforming the Fnac Darty Group's economic model. With the conviction that a more circular economy is virtuous and creates both jobs and value, the Group continues to strengthen its commitment to extending the lifespan of its products.

"We are proud to be the first retailer to make such a strong commitment to extending the lifespan of products through Darty MAX, a service that will allow customers to keep their large domestic appliances products for up to 15 years. This commitment is part of the New Darty Contract of Confidence and we are able to fulfil it thanks to our position as the number one repairer in France with 2.5 million repairs per year. This commitment, which is in keeping with Darty's heritage and identity, demonstrates that it is possible to approach business differently while taking concrete actions for the environment" stated Vincent Gufflet, Chief Commercial Officer Products and Services at Fnac Darty.

Extending product lifespans, a vital challenge to:

1. **Collectively reduce the environmental impact of products:** according to ADEME, a product's manufacturing phase has the greatest impact for most of our equipment and accounts for up to 80% of a product's total environmental impact throughout its lifespan.
2. **Transform toward a more circular economic model:** the circular economy constitutes a new growth lever for retailers and makes regions more dynamic by creating high-skilled jobs that cannot be relocated. **Fnac Darty will be hiring and training over 300 repair technicians over the next 3 years.**

Press contacts:

Julien Vermessen – +33 (0)1 55 04 86 42 – Julien.v@marie-antoinette.fr

Marine Guillemot – +33 (0)1 55 04 86 40 – marine@marie-antoinette.fr

FNAC DARTY

3. **Supporting customers' new demand:** today, over 75% of Fnac Darty customers want the Group to commit to extending product lifespans. The lifespan of their products was ranked second in terms of purchasing criteria, after technical features.

Darty MAX, a subscription-based repair and assistance service for all large domestic appliances

All large domestic appliances bought at Darty or elsewhere for use in the same household are eligible for this service at a cost of **€9.99 per month**. This covers three key points:

- Usage and maintenance advice, in-home assistance and diagnostics for all **large domestic appliances**, regardless of their age.
- **The cost of repairs is fully covered** (parts and labour) for a minimum of 7 years and as long as spare parts remain available, potentially up to 15 years,
- A solution guaranteed by a **reimbursement gift card for the purchase value** if the product was purchased at Darty and cannot be repaired while parts are available.

Darty MAX highlights:

Which products? <ul style="list-style-type: none">• Large domestic appliances• Purchased at Darty or elsewhere• Purchased for over €150, inc. VAT• Past and future purchases• Unlimited number of products	Which services? <ul style="list-style-type: none">• One-click access and call-back from a technician in less than a minute• Assistance for use and maintenance advice• Diagnostics, troubleshooting, and repair* by phone and in-home• Reimbursement gift card for Darty purchases in the event of failure during the reparability period
How much? <ul style="list-style-type: none">• €9.99 per month Initial 12-month commitment• Option to cancel at any time after the 13th month• €59 registration fee for each product not purchased at Darty, invoiced only if the product was repaired	For how long? <ul style="list-style-type: none">• As long at the subscription is active• *For repairs: as long as the products can be repaired, i.e., a minimum of 7 years following purchase and up to 15 years depending on availability of spare parts (<i>reparability period</i>)

Press contacts:

Julien Vermessen – +33 (0)1 55 04 86 42 – Julien.v@marie-antoinette.fr

Marine Guillemot – +33 (0)1 55 04 86 40 – marine@marie-antoinette.fr

About Fnac Darty: Operating in twelve countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. The Group counts 25,000 employees and, as of the end of 2018, has a multi-format network of 780 stores, including 563 in France. Fnac Darty is France's second most visited e-commerce player in terms of traffic (nearly 20 million aggregated unique visitors per month) with its two retail sites, fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenues of €7.475 billion in 2018.

Fnac Darty is extending its commitment to help customers making an educated choice

Since the introduction of the first after-sales service Barometer in June 2018, which was unique in scope and based on the analysis of nearly 600,000 after-sales Darty repairs in 2017, covering fifteen product categories, the Group has accelerated its commitments to a more circular economy specifically through:

- **The creation of the “Darty sustainable choice”, which has been extended to all large domestic appliances.** Tested on washing machines since June 4, 2019, the goal of this selection is to enable consumers to easily identify in stores and on the website the most sustainable products in their category through the use of a clearly identifiable label.



Since October 4, **39 products** distributed **over 22 large domestic appliance categories** have integrated this label and are identified in store and at darty.com.

“The Darty sustainable choice” selection is renewed every 3 months and adheres to two criteria:

- Spare parts must be available for at least 10 years;
- The product failure rate recorded by the Darty after-sales service must be the lowest in the category within its price range.

- **The first LaboFnac reparability index published for laptop computers in July 2018, expanded to smartphones** starting in June 2019.

Over 160 listed laptop computers and 12 smartphones have already been tested and ranked in four areas: documentation, disassembly, spare parts, and compatibility with freeware. All of these rankings are available at LaboFnac.com.



Press contacts:

Julien Vermessen – +33 (0)1 55 04 86 42 – Julien.v@marie-antoinette.fr

Marine Guillemot – +33 (0)1 55 04 86 40 – marine@marie-antoinette.fr