

## Fnac Darty teams up with wehkamp in the Netherlands

Fnac Darty continues its partnership strategy in connection with the Confiance + plan, announcing the signing of an exclusive agreement between BCC, its Dutch subsidiary specializing in electronics and household appliances, and Dutch online retailer wehkamp.

According to this agreement, which will come into effect at the end of October 2018, BCC will make its entire product line available to wehkamp and manage purchasing (electronics and appliances) for both brands. In return, it will benefit from the digital expertise of its partner, as well as its logistical capacity for small parcels. BCC will deliver and install large appliances and televisions. In the long term, both companies wish to extend their partnership to other services, such as after-sales service, operated by BCC at home or in-store, or financing solutions.

This cooperation will allow both players to strengthen their positions in the Netherlands. Thanks to wehkamp's power in e-commerce, coupled with BCC's expertise in electronics and services and its network of stores, customers will be able to access an omnichannel offering that is unique in the Dutch market.

This agreement is a major step in the transformation plan of Fnac Darty's Dutch subsidiary, aiming to strengthen BCC's digital capabilities while making full use of its recognized know-how acknowledged for almost 50 years.

*"We are delighted to announce this collaboration with wehkamp. It fits perfectly into our strategic plan which aims to create a widespread ecosystem of partners to provide the best customer experience on our markets. Both companies' customers can thus make the most of omnichannel and services. We continue to transform our business in the Netherlands in order to strengthen our position in this highly digital market,"* said Enrique Martinez, Chief Executive Officer of Fnac Darty.

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### **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 multiformat 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 BCC**

A subsidiary of Fnac Darty, BCC is one of the leading brands specializing in the sale of electronic and Smart Home products in the Netherlands. With nearly 50 years' experience and 1,300 expert and passionate employees, BCC aims to offer the best advice and the best possible quality of service to its customers across its 65 stores and its online sales platform.

### **About wehkamp**

Wehkamp is *the* online department store for families in the Netherlands. Wehkamp has over 2 million regular customers, more than 500,000 visitors per day and sends more than 10 million packages per year. More and more people are finding their way to wehkamp. The assortment consists of more than 400,000 different articles from over 2,000 brands, divided into the categories fashion, living & sleeping, garden & DIY, household, electronics, toys & games, sports & leisure and beauty & health. The mission of wehkamp is simple: making the lives of all families in the Netherlands more beautiful and easier.

# FNAC DARTY



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