

## Launch of *Nature & Découvertes by Fnac* brand in Europe

Groupe Fnac Darty opens  
its first *Nature & Découvertes by Fnac* shop-in-shop, in Barcelona



Groupe Fnac Darty announces the launch of the *Nature & Découvertes by Fnac* brand in Spain and opened its first physical outlet today in Barcelona. Customers at this immersive space installed in the Fnac L'Illa store will discover all of the natural, educational, travel-related, and wellbeing products of this famous French brand.

The opening of the shop-in-shop comes on the heels of the Group's purchase of Nature & Découvertes last July and is in keeping with its stated development strategy: Fnac Darty plans to set up more shops-in-shops in Fnac stores and boutiques in its own name in 2020, and to accelerate the digitalization of its product range.

*Nature & Découvertes by Fnac* is already available online at the website [Fnac.es](https://fnac.es), soon with more than 4,500 product listings.

### **Spotlight on the Shop-in-shop *Nature & Découvertes by Fnac***

The *Nature & Découvertes by Fnac* brand offers a wide range of natural and unique products, designed and selected in keeping with its values of responsibility and commitment. It also offers a collection of carefully selected items assembled in one immersive environment, for an ideal customer experience.

**With 125 sq.m. of floor space, the *Nature & Découvertes by Fnac* shop-in-shop at the Fnac L'Illa, Barcelona, creates a unique world for discovery and new experiences.** Backed by a team of salespeople trained by *Nature & Découvertes*, it is able to offer a large variety of products in its five brand universes, such as home fragrances, aromatherapy, yoga accessories, tea, organic drinks, backpacks, travel books, education, board games, nature-themed interior decoration, etc.

**70% of the products showcased in this shop-in-shop are exclusive to *Nature & Découvertes by Fnac*, and the remaining 30% are sourced from brands the company has worked with for a long time that meet its quality and durability standards.**

The commitment of *Nature & Découvertes* to ethical consumption aligns with Fnac Darty's commitment to a more responsible consumption and more informed consumer choices.

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Through this acquisition, Fnac Darty continues to diversify its product range while integrating a solid brand whose DNA perfectly complements the Group's existing range.

**Enrique Martinez, Chief Executive Officer of Groupe Fnac Darty says:** *"We are especially proud that we have integrated into our Group Nature & Découvertes, a strong brand whose commitment to remain curious serves to strengthen and enrich our strategic positioning. Its acquisition represents tremendous development potential, which reflects our desire to diversify into new fields, such as wellness. This new brand's development can now be accelerated thanks to Fnac Darty's strong local roots, particularly in Spain, and Nature & Découvertes by Fnac will also benefit from the Group's digital expertise."*

*He adds: "What's more, this acquisition even further strengthens our commitment to offering our customers an informed choice, and is a testament to our desire to build a more-circular and responsible economy."*

#### **The Nature & Découvertes brand**

Nature & Découvertes has a vast network of 97 establishments in Europe (including 85 in France with the remainder in various countries such as Belgium, Switzerland and Germany) and a website with more than 17 million visitors a year. Nature & Découvertes brick-and-mortar outlets welcome more than **25 million visitors** each year.

#### **Fnac in Spain**

Fnac has been operating in Spain for 25 years and opened its first Madrid store, on Preciados Street, in December 1993. It quickly became a leading retailer of entertainment and consumer electronic products in Spain. Fnac Spain has 37 physical stores, and a virtual store at [www.fnac.es](http://www.fnac.es). It has outlets in Madrid (9), Barcelona (6), Saragossa (2), Valencia (3), La Coruña, Alicante, Bilbao (2), Malaga, Marbella, Murcia, San Sebastian, Seville, Valladolid, Pamplona (2), Gerona, Grenada, and in the Asturias region. It also has two stores in the Principality of Andorra.

#### **About Fnac Darty**

Operating in 13 countries, Fnac Darty is a leading European retailer of entertainment and leisure products, consumer electronics and household appliances. The Group, which has 25,000 employees, had a multi-format network of 780 stores at the end of 2018, including 563 in France and is ranked as France's second most visited e-commerce site (nearly 20 million unique visitors per month) with its two merchant sites, [fnac.com](http://fnac.com) and [darty.com](http://darty.com). A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenues of €7.475 billion in 2018.

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