



MINISO

December 1, 2020

Fnac Beaugrenelle in Paris to welcome first Miniso shop-in-shop on December 1

Following the launch of the first Miniso store in France last October, Fnac is opening a Miniso shop-in-shop within the Fnac Beaugrenelle store this December 1.

The pop-up shop-in-shop allows Fnac to further diversify its exclusive and innovative product offering, strengthening its position as an essential brand for the end-of-year holidays. Covering a space of 25m², the pop-up will enable Fnac to offer Miniso's stylish products and accessories that have contributed to its international success. By associating itself with an iconic household name like Fnac, Miniso is marking a new phase of its roll-out in France that will give it access to a new client base.

The new Miniso corner is an immersion into a quirky, fun and decidedly *kawaii* universe with 12 categories of lifestyle and design products inspired by Japanese culture. Fnac customers can also find a selection of products from the well-known Marvel, Disney, We Bare Bears and Adventure Time universes, at affordable prices, in an attractive and friendly space.

Ariel Wizman, co-founder of Miniso France, commented: *"Fnac Darty is an emblem of culture, with a particular view of how retail works in France, and a history and values that suit us perfectly. Miniso has found an excellent location for its creations for these special end-of-year celebrations. The world has never been more in need of cuteness and love. And the French economy has a collaborative spirit. So this pop-up makes us extremely proud. "*

Olivier Garcia, Product Director Fnac Darty, said: *"We are very pleased to announce to our customers the opening of this Miniso shop-in-shop within Fnac Beaugrenelle and to exclusively offer them the innovative lifestyle product range of this rapidly growing brand. With this partnership, Fnac has highlighted its ability to forge leading partnerships with brands of the future whose quality and accessible products fit perfectly with our values and aims. "*

Fnac Paris - Beaugrenelle: Centre Commercial Beaugrenelle, 5 Rue Linois, 75015 Paris, France

Open Monday to Sunday from 10.00 a.m. to 7.00 p.m.

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About MINISO:

Founded in late 2013, MINISO is a Japanese-inspired lifestyle product brand, already present in 80 countries with more than 4200 stores. Pursuing the philosophy that "a better life has nothing to do with price," it aims to offer affordable high-quality products, useful but cute, adorable and affordable, to provide the greatest joy to its customers. After its first store opened in Paris in October 2020, on December 5, Miniso is opening a new point of sale in the Mon Grand Plaisir shopping center in Plaisir (Yvelines).

About Fnac Darty:

Operating in thirteen countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. The Group counts more 24,000 employees and, as of the end of 2019, has a multi-format network of 880 stores, including 726 in France. Fnac Darty is France's second ecommerce player in terms of traffic (a cumulative average of around 25 million unique online visitors per month in France) with its three main commercial websites, fnac.com, darty.com and natureetdecouvertes.com. A leading omnichannel player, Fnac Darty's revenue was €7.349 billion in 2019, 19% of which was generated by its online channel. For more information; please visit

www.fnacdarty.com.