

# FNAC DARTY



## **Fnac Darty undertakes to prevent product breakages by adding the first product care and maintenance video service to Darty Max**

*Available within the Darty network from May 12,  
Darty Max's enhanced service will also be available in Fnac stores  
from June 16*

Ivry, May 12, 2022 - Launched in October 2019, Darty Max has become the benchmark subscription-based repair service for large and small domestic appliances, TV home theater, Sound, Photography and Multimedia\*. With more than 500,000 Darty Max subscribers at the beginning of 2022, the Group is once again expanding its service offer by adding a new preventive maintenance service\*\*, with dedicated video consultations. By helping customers to identify at-risk products and take better care of them, it will prevent products from breaking and increase their life span. Given that 47–70% of product breakages and assistance requests under warranty\*\*\* are caused by a lack of maintenance or misuse, appliance maintenance is of strategic importance when it comes to extending their life span.

To bring our support of more sustainable consumption in the home even further, the new version of Darty Max now covers appliances of any age, with no limit on the availability of spare parts, which are sourced from the Group's brands or elsewhere.

In the words of Vincent Gufflet, Chief Operations & Services Officer at Fnac Darty: *"This new expansion of our Darty Max service allows us to progress from simply repairing broken products, to preventing and avoiding them in the first place. We have adapted the technical innovation of our video sales advice service, which offers support to customers shopping online, to make it suitable for product maintenance and repairs. In line with our strategic plan Everyday, we're building on our commitment to extending the life span of our products and continuing to meet the expectations of our customers, whom we help to be sustainable in their consumption habits every day."*

### **A complete assistance, maintenance and repair service**

With this preventive maintenance service, each customer will be contacted once a year by Fnac Darty's after-sales service technical experts who will individually check the condition of the products listed in their subscriptions, carry out a review of the maintenance performed or scheduled, and organize a call-out if necessary. The expertise of Darty's after-sales service technicians means that they can easily identify the product(s) that are likely to require more regular maintenance. The customer will benefit from a customized interface that contains advice and guides for maintaining their products. From this interface, they will also be able to contact technicians to organize a video call, as well as access a record of past maintenance operations and any repairs.

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This preventative maintenance service will be included in three Darty Max packages from May 12. It will initially be available within the Darty network, and will be available in Fnac stores from June 16\*\*\*\*. Its roll out within the Proximity Fnac network will allow the Group to reach its target of 2 million Darty Max subscribers by 2025 and to raise awareness among new customers about extending the life span of products.

## Internally trained technical experts are at the heart of Darty Max

As the leading repairer in France, the Group trains up to 300 technicians a year at its Tech Academies across the country. The training, which is aimed at both Group employees and external candidates, is structured around four units — security, technical basics, maintenance and repair, customer relations — and alternates between spending periods of two weeks in the company and two weeks in the training center, over the course of one year.

At the end of their training, the students are awarded a diploma as a Connected Appliances Service Technician, a professional level 4 certification registered in the French National Directory of Professional Certification (*Répertoire national des certifications professionnelles* — RNCP).

## Reminder: the Darty Max packages



Essentiel  
**9,99 € /mois**

Évolution  
**14,99 € /mois**

Intégral  
**19,99 € /mois**

Gros électroménager	●	●	●
Petit électroménager	—	●	●
TV, Son	—	●	●
Photo	—	—	●
Multimédia	—	—	●

About Fnac Darty: Operating in 13 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. The Group, which has more than 25,000 employees, had a multi-format network of 957 stores at the end of December 2021, and is ranked as a major e-commerce player in France (over 27 million unique visitors per month) with its three merchant sites, [fnac.com](https://www.fnac.com), [darty.com](https://www.darty.com) and [natureetdecouvertes.com](https://www.natureetdecouvertes.com). A leading omnichannel player, Fnac Darty's revenue was more than €8 billion in 2021, 26% of which was realized online.

For more information, please visit: <https://www.fnacdarty.com/en/>

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*\*Almost all products covered by warranty extensions are eligible for Darty Max. Appliances not covered by Darty Max include smartphones, drones, urban mobility products, connected watches and wristbands, digital picture frames, e-book readers, network hard drives, network attached storage, 3D printers, VR headsets, film cameras, radio MP3 players, portable minidisc players and portable CD players. Game consoles are now eligible for Darty Max from May 12, as part of the "Intégral" package.*

*\*\* Without any additional cost added to the initial subscription.*

*\*\*\* Depending on product categories. Source: ADEME, 2022.*

*\*\*\*\* For products not purchased from Darty or Fnac and depending on the type of appliance, the first repair can cost between €49 and €79 incl. VAT. All subsequent repairs are covered by the subscription fee.*

*\*\*\*\*\* If a product purchased from Fnac or Darty cannot be repaired, the customer will receive a reimbursement gift card.*