

## **Fnac Darty launches the Darty brand in Portugal and plans over 30 store openings by 2030**

- ***With almost 70 years of history, the Darty brand arrives in Portugal with a promise: "A dar tudo, para dar-te o melhor" ("Give everything, to give you the best"), with a focus on trust and proximity to the consumer with four pillars: price, choice, service and sustainability.***
- ***The MediaMarkt stores acquired in 2023 will be operated under the Darty brand from 1 October 2025.***
- ***The launch of Darty in Portugal comes with an expansion plan of more than 30 stores by 2030, creating 500 jobs.***

Fnac Darty announces the rebranding of its MediaMarkt stores in Portugal to Darty, marking the beginning of a new era in the technology and home appliance distribution sector in the country. The new Darty brand will be launched in Portugal on October 1st.

This rebranding follows the acquisition of MediaMarkt Portugal by the Fnac Darty Group in 2023, strengthening the Group's position in the Portuguese market. Darty, a brand with nearly 70 years of history, reinforces the focus on technology and household appliances, with a particular focus on service.

The launch of Darty in Portugal comes with an ambitious expansion plan to open more than 30 stores by 2030. This growth will be supported by the creation of more than 500 jobs, demonstrating the Group's strong commitment and the potential of the Portuguese market.

Founded in France in 1957, Darty has built its reputation on customer engagement. This legacy of trust arrives today in Portugal with the slogan "Give everything, to offer you the best", affirming the brand's promise: trusted pricing, informed choices, full delivery service and greater durability. Darty aims to improve customers' daily lives and solve their challenges in a practical and efficient way, offering useful products and quality service.

Thanks to this strategy, Darty offers a wide range of products, for all budgets, with a focus on quality and repairability. The brand also seeks to understand the needs of consumers and anticipate the expectations of Portuguese households.

### **PRESS CONTACTS:**

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Fnac Darty is a European leader in the omnichannel retail of consumer electronics and domestic appliances, culture and leisure products. Operating in 14 countries, it employs nearly 30,000 employees and a multi-format network of more than 1,500 stores with a strong web position and a growing number of subscribers to its services. Fnac Darty's revenue was over €10.5 billion in 2024 on the new perimeter including the Italian leader Unieuro. With its 2030 plan Beyond everyday, Fnac Darty is expanding its European footprint and deepening its shift towards a model focused on omnichannel, services, and circularity. For more information : [www.fnacdarty.com](http://www.fnacdarty.com)

**Enrique Martinez, CEO of Fnac Darty, said:**

*"The launch of Darty in Portugal, where the Group has been established for 27 years, marks a new stage in the development and consolidation of our leading position, in a dynamic geography, where we have the opportunity to conquer market share and expand our service offering. As part of our Beyond Everyday plan, we will continue our expansion by densifying our network of stores in the country in order to seize growth opportunities, committed to sustainable, service-oriented, omnichannel commerce that matters."*

**Nuno Luz, Managing Director of Fnac Darty Iberia, said:**

*"The transition to Darty in Portugal is a key step in our growth strategy and in consolidating our leadership in the sector. We believe Darty's value proposition, centred on trust and total service, will meet the expectations of Portuguese consumers. With a solid expansion plan, we are determined to offer the best in technology and appliances, simplifying family life and contributing to more conscious and sustainable consumption."*

Fnac Darty has been present in Portugal since the opening of the first Fnac in 1998 in Colombo. The Group currently operates 53 stores there, and in 2024 achieved a turnover of €507 million.

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