



## PRESS RELEASE

### INAUGURATION OF "GOLF" SUPECO IN DAKAR: CFAO RETAIL OPENS ITS THIRD SUPECO STORE IN UNDER A YEAR IN THE SENEGALESE CAPITAL



Dakar, 30 October 2019: Six months after opening the "El Mansour" Supeco (April 2019) and three months after the "Grand Yoff" (June 2019), CFAO Retail has now inaugurated its third Supeco store in the Senegalese capital. The inauguration took place at a ceremony attended by Aida Sow DIAWARA mayor of Golf Sud, Jean-Christophe Brindeau, Chief Executive Officer of CFAO Retail, Malick Niang, Supeco Project Director for Africa at CFAO Retail, and Laurent Gouault, Managing Director of CFAO Retail in Senegal.

The Supeco concept was created by the Carrefour Group in 2009 and is particularly suited to emerging economies. From a central neighbourhood location, Supeco offers high-quality products, immediate proximity to customers and products necessary for daily life at the lowest prices. The concept achieves savings in store layout, logistics and marketing to boost purchasing power.

The Supeco brand has already been established in several countries worldwide, including Brazil, France, Italy, Morocco, Poland, Romania and Spain. Senegal was the first country in sub-Saharan Africa to host three new points of sale in 2019: El Mansour, Grand Yoff and Golf.

Stores are intended to people who are looking for a selection of readily available products but don't want to compromise on price, as well as intending to trade customers and resellers in African urban centres. Supeco offers the option to buy individually or in bulk.

Malick Niang, Supeco Project Director for Africa, CFAO Retail: *"Our priority is to offer customers the lowest prices for their everyday staples. Supeco achieves this through a particularly dynamic commercial strategy built around special offers, very attractive one-off campaigns, clearance sales and innovations, etc."*

Jean-Christophe Brindeau, CEO of CFAO Retail: *"Three stores have already been opened within a year, all of which have been very well received by the public. Supeco lets us penetrate a new, vital market segment in Africa, representing 60% of consumers in urban centres throughout the sub-region. That is a huge growth driver for CFAO Retail."*

Other Supeco openings are scheduled in Côte d'Ivoire and Cameroon in 2020.

**About CFAO Retail**

*CFAO Retail has been pursuing an ambitious commercial strategy in sub-Saharan Africa since 2015, opening shopping centres and local supermarkets in partnership with Carrefour brands. The opening of three Supeco stores in Dakar, Senegal, means CFAO now has nine sites in sub-Saharan Africa (Côte d'Ivoire, Cameroon and Senegal), including one Carrefour, five Carrefour Markets and three Supeco. Find out more about CFAO Retail at: [www.cfao-retail.com](http://www.cfao-retail.com)*

**Press contacts**

<b>CFAO Retail Communication</b> Christine Calvez ccalvez@cfao.com	<b>CFAO Retail in Senegal Communication</b> Yaye Maty Tabara Gueye ymtgueye@cfao.com
------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------