



THE CASINO  
PARTNERSHIPS

GUI  
DE

Groupe Casino



Casino



Franprix



Monoprix



BAO



Naturalia



# Summary

**Casino Group**  
around the world **4**

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**Concepts** **12**

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**Casino Brands** **32**

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**Franprix Brands** **62**

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**Monoprix Brands** **82**

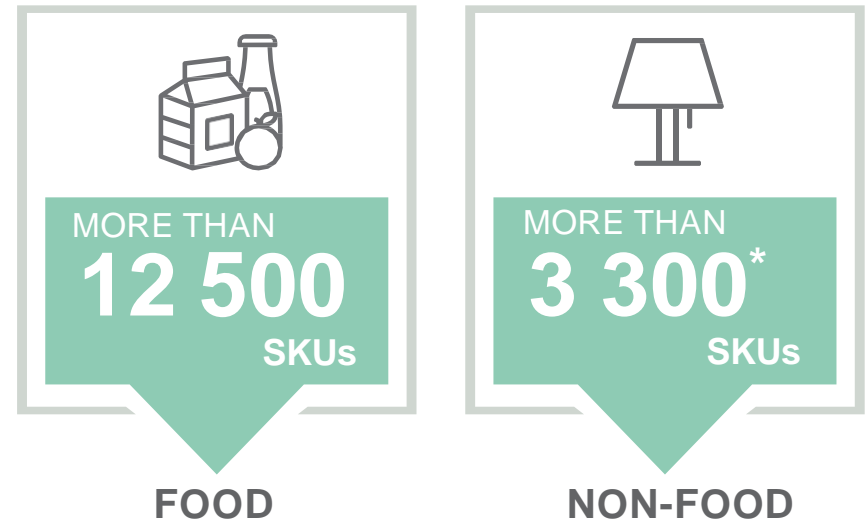
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**Naturalia Brand** **102**

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Casino is one of the **largest food retailers** in the world. It successfully declines its multi-format, multi-banner and multi-channel model

A HISTORICAL STRENGTH of Casino Group, since 1901.  
In France, Casino offers **the largest portfolio of Private Labels** :



## 3 PILLARS



- INNOVATION** **Constant innovation** in brands and in products
- SEGMENTATION** The Casino portfolio is segmented into **20 brands** to better fit Consumers' specific needs
- QUALITY** Casino Private Labels are recognised by French consumers **as among best** in quality\*\*

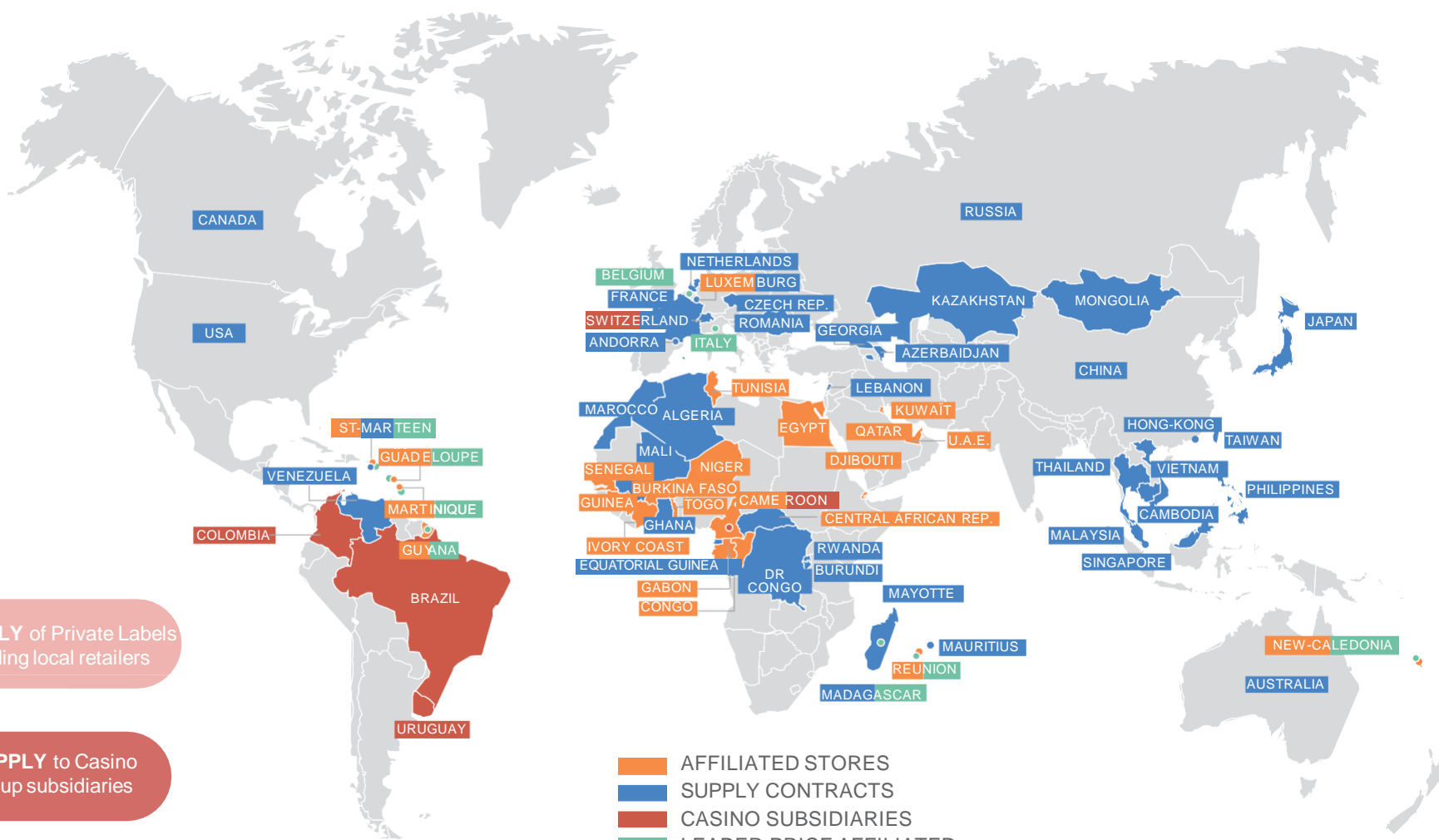
\* Excl. clothing \*\* Eurofins sensory barometers

# Casino Global & Strategic Partnerships



**84** PARTNERS IN **63** TERRITORIES AND **383** STORES




A SPECIFIC EXPORT TEAM of **90 people** in France and abroad



 **FRANCHISE**

 **SUPPLY** of Private Labels to leading local retailers

**ALL TYPES OF PARTNERSHIPS:**

 **SUPPLY** to Casino Group subsidiaries

■ AFFILIATED STORES  
■ SUPPLY CONTRACTS  
■ CASINO SUBSIDIARIES  
■ LEADER PRICE AFFILIATED STORES

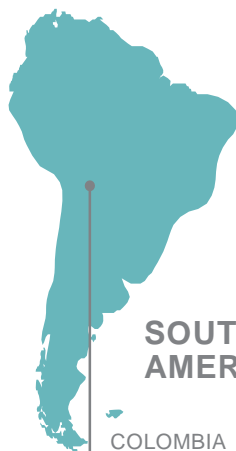
# Partners leaders in the world

To which we provide Casino Brands

## NORTH AMERICA



CANADA 



## SOUTH AMERICA

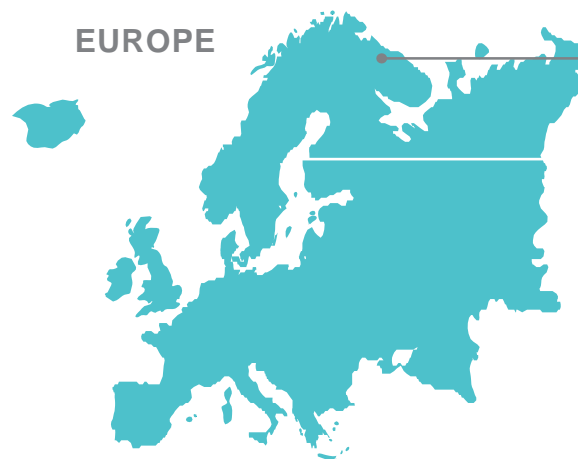
COLOMBIA   
 BRAZIL   
 URUGUAY 

## AFRICA



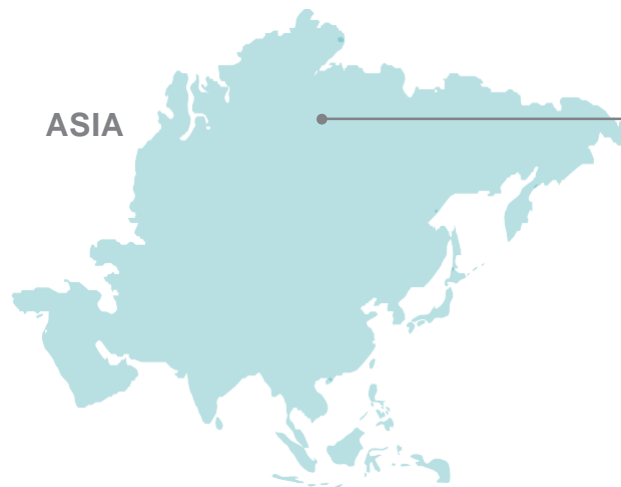
MAROCCO   
 NIGER   
 GUINEA   
 BURKINA FASO   
 GHANA   
 CAMEROON   
 DEMOCRATIC REP. OF CONGO   
 CENTRAL AFRICAN REP.   
 MADAGASCAR 







## EUROPE



LUXEMBURG   
 SWITZERLAND   
 FRANCE    
 ANDORRA   
 SPAIN   
 ROMANIA   
 GEORGIA   
 AZERBAIDJAN   
 LEBANON   
 RUSSIA 

## ASIA



CHINA   
 KAZAKHSTAN   
 THAILAND   
 CAMBODIA   
 SINGAPORE    
 MALAYSIA   
 VIETNAM   
 PHILIPPINES   
 HONG-KONG    
 JAPAN  

Concepts *GROUPE* **Casino**  
NOURISHING A WORLD  
OF DIVERSITY



The development  
of a multi-format model

**Géant**  
*Casino*

HYPERMARKET  
MAINSTREAM

p. 14



 **Casino**  
supermarchés

SUPERMARKET  
MIDDLE AND HIGH-END

p. 16



LE PETIT **Casino**

CONVENIENCE  
MAINSTREAM

p. 18



**BAO** 

CASH & CARRY

p. 20



**franprix** 

CONVENIENCE  
URBAN/PREMIUM

p.22



**MONOPRIX**

SUPERMARKET  
URBAN/PREMIUM

p. 24



**NATURALIA**

CONVENIENCE  
ORGANIC/PREMIUM

p. 26



## Hypermarket mainstream

- All under the same roof at competitive prices
  - Generous selection of fresh products
  - Large selection of non-food products focusing on pleasure
- 
- Number of stores worldwide end of October 2021: **95**
  - Sales area: **from 3 101sqm to 14 142 sqm**
  - Average sales area: **7 500 sqm**
  - Total sales area: **693 613 sqm**







## Supermarket middle and high-end

- Covers every needs: from day to day to exceptional
- High-quality of fresh products and a wide range of organic products
- Know-how of its food service professionals
- .....
- Number of stores worldwide end of October 2021: **420**
- Sales area: **from 244 sqm to 5 798 sqm**
- Average sales area: **1 685 sqm**
- Total sales area: **716 343 sqm**



## Convenience mainstream

- Convenience banner for urban & rural areas
  - Full range of products & neighborhood services: orange juice, fresh baguette, post office point, counter with coffee service, etc...
  - Importance of the relation between the customer & the shopkeeper
- 
- Number of stores worldwide end of October 2021: **552**
  - Sales area: **from 40 sqm to 600 sqm**
  - Average sales area: **209 sqm**
  - Total sales area: **101 241 sqm**





## Cash & Carry

- A Cash & Carry for small retailers, restaurants as well as individuals drawn to wholesale purchases
- Stores offer more than 2,500 products: dry goods, fresh, beverages, packaging, hygiene and cleaning products, 2/3 of which are supplied locally
- Low operating costs, competitive prices
- .....
- Number of stores worldwide end of October 2021: 4
- Sales area: **from de 270 sqm to 2 000 sqm**
- Total sales area: **3 040 sqm**



## Convenience premium/urban

---

- Convenience banner for urban areas
  - Full range of products dedicated to city dwellers
  - Neighborhood services: umbrella or shopping bags lending
- 
- Number of stores worldwide end of October 2021: **790**
  - Sales area: **from 46 sqm to 2 130sqm**
  - Average sales area: **384 sqm**
  - Total sales area: **304 827 sqm**



# MONOPRIX

## Supermarket premium/urban

- The "Grand magasin" spirit
  - Different experiences with its unique assortments & private label food, beauty, fashion and houseware products
  - Portfolio of services dedicated to city dwellers
- 
- Number of stores worldwide end of October 2021: **577**
  - Sales area: **from 394 sqm to 5 154 sqm**
  - Average sales area: **1 783 sqm**
  - Total sales area: **692 137sqm**



# NATURALIA

## Convenience premium/organic

- The organic specialist since 1973
- More than 10,000 products to combine organic and pleasure
- Fresh products, natural cosmetics and dietary supplements
- Number of stores worldwide - end of October 2021: **254**
- Sales area: **from 70 sqm to 883 sqm**
- Average sales area: **248 sqm**
- Total sales area: **64 373 sqm**





























Overview  
on Casino Private Labels:  
A window  
on French culture

# French Private Labels

A wide and well segmented range

	 <b>FOOD</b>	 <b>WINE</b>	 <b>REGIONAL &amp; INTERNATIONAL TERROIR</b>	 <b>ORGANIC &amp; HEALTHY</b>	 <b>TWEENS, BABIES &amp; TODDLERS</b>	 <b>BEAUTY &amp; NON FOOD</b>
<b>PREMIUM</b>	 			 		
<b>MAINSTREAM</b>	 <small>PRODUITS DE QUALITÉ DEPUIS 1901</small> <b>MONOPRIX</b> <b>franprix</b>			 	 	 <b>finlandek</b> <small>C'est simple, c'est beau!</small>
<b>VALUE</b>	 					

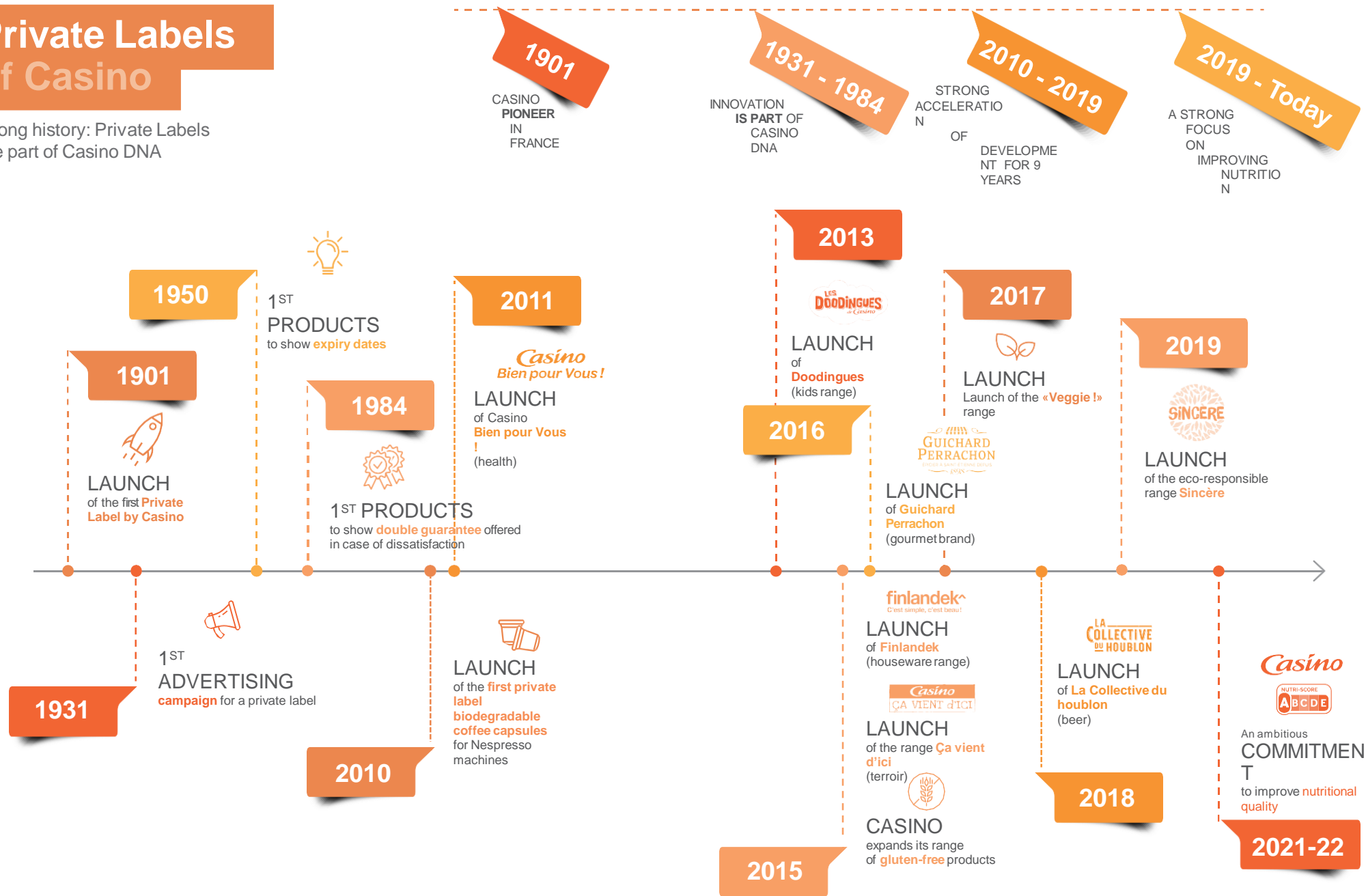


*Casino*



# Private Labels of Casino

A long history: Private Labels are part of Casino DNA



Casino Private Labels  
in constant evolution

650

NEW SKU'S LAUNCHED  
IN 2019

MORE THAN  
500

NEW SKU'S  
LAUNCHED IN 2020



With a view to innovation and constant evolution, especially in line with trends, Casino brands are continuously evolving

THE  
**commitments**  
of Casino brand

With casino products since 1901 and every day, the Celebration of Taste! The recipes are elaborated with care and the ingredients are strictly selected for their taste qualities. Through its commitments, the Casino brand is also a leader in many areas



- Animal welfare
- Organic for everyone and for all tastes
- Frozen vegetables without pesticide residues
- Sectors without antibiotic treatments

ORGANIC PRODUCTS  
IN THE **heart**  
of our strategy



A strong ambition: be the leader in France with €1.5bn turnover in 2021 (vs. 1.1 in 2019)

Many products under development



PRODUITS DE QUALITÉ DEPUIS 1901

## Our main generalist food brand

### Historic brand, largest range

- Launched in 1901
- Food: around 3 250 SKUs
- Non-food: more than 570 SKUs

### Quality, innovation & positioning

- **Quality**
  - Continuous upgrade of recipes
  - Quality control policy & consumer testing / benchmarking (sensory analysis, performance assessments)
- **Innovation**
  - More than 100 new products each year
  - Exclusive ranges adapted to clients' needs
- **Commitments**
  - Continuous upgrade of nutritional profiles
  - Packaging's reduction





CLUB DES  
SOMMELIERS  
GRANDES  
RÉSERVES

## The #1 wine brand in France

### Casino's quality label for wines

- Launched in 1988, a wide range covering all grape varieties and all regions
- More than 230 SKUs including an organic range

### A referent brand to help consumers making the right choice

- A stringent quality policy
- Supervised by an internal expert team
- With regular tasting and intensive controls
- Close partnerships with local wine producers



# SHARING

Casino Délices

Our premium food brand

Casino Premium range

- Launched in 2008
- More than 160 SKUs
- Strong differentiation: more elaborated / premium pack
- A range of products developed in partnership with recognized craftsmen in their profession, notably Florent Boivin « Meilleur Ouvrier de France 2011 » and sponsor of the brand

Specific product selection

- With premium ingredients / unusual ones
- Innovative recipes



PLEASURE





## Our specialist brand for organic products

### Reference brand for organic in France

- Launched in 1999 and relifting in 2019
- More than 600 SKUs
- High quality, healthy & natural

### Strong organic & health commitments

- **Composition**  
Eg: 100% palm oil free, 100% fructose free
- **Origin**  
Only French origin for meat and dairy



HEALTH



Casino  
Saveurs  
d'Ailleurs

Our brand  
specialized in  
world cuisine

A discovery of the world tastes:

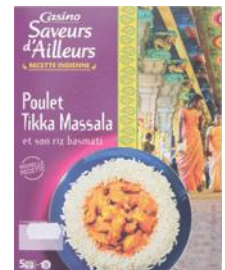
- Launched in 2000
- More than 110 SKUs
- Almost 15 worldwide destinations

A gastronomic change of scene:

- Exotic, authentic and original recipes
- An escape from the first bite
- A way out of the culinary routine



ESCAPE







## Our specialist brand for Regional & Local French Origin

### A booming range

- More than 130 SKUs

### Aspirational range: close to our roots

- Strong interest for regional products
- Origin is a key driver of quality perception

### Differentiating approach

- Modern tone vs old-fashioned approach used for marketing of traditional products
- Precise location indicated on a map
- Postcard of region and handicraft



LOCAL





**Our specialist brand for kids between 4-10 years old**

**Main need:**

- Taste & fun (kids)

**Range:**

- Food : Around 130 SKUs
  - Grocery
  - Dairy
  - Frozen
  - Personal care
- And also a range of stationery products



FUN





## Our specialist brand for babies & toddlers

### Main need:

- Security & nutrition for parents

### Range

- Around 100 SKUs
- Baby food: a 100% organic offer
- Baby care



# NUTRITION

Tous les jours

## Our value brand

### Our entry-level brand

- Launched in 2011
- More than 300 Food SKUs and about 30 non-food SKUs

### Casino offers the Tous les jours range "made in Tunisia"

A response to the needs and expectations of our partners by adapting to local markets:

- A complement to the existing range
- Ranges adapted to local markets
- Competitive prices in line with the Premier Prix positioning
- Direct flow order management
- Logistics as close as possible to the factories (FOB Tunis)

More than 200 references



# ESSENTIAL



Made in Tunisia





## Our beauty brand

Launched in 1995

### A major beauty brand:

- More than 200 SKUs 130 of which are accessories (hair, manicure, ...)
- An attractive price
- A dynamic and fresh brand

### A daily beauty and well-being moment:

- A beauty range that awakens the senses and enhances everyone's beauty
- A care range made of soft and smooth products



# NATURAL



**finlandek**<sup>^</sup>  
C'est simple, c'est beau!

## Our homeware brand

A new international brand, young and dynamic

### Products

- More than 1 200 SKUs
- Functional and useful everyday
- Modern and in line with current trends

### Packaging

- Simple, pure lines
- Impactful layout
- Convenience, ergonomics

### Clear segmentation using color codes

-  for bedroom universe
-  for bathroom universe
-  for kitchen universe
-  for tableware universe
-  for furnishing and decoration universe



DESIGN





## New ecoresponsible and committed brand

SINCÈRE advocates a positive ecoresponsible and forward-looking approach!

The first transversal brand dedicated to eco-responsibility for home and textile categories

- Eco-responsible organic, natural or recycled materials
- Established and recognised labels to reassure and guarantee products
- Reduced and more environmentally friendly packaging

More than 350 SKUs  
Launch: September 2019



# RESPONSIBLE



franprix 🍏

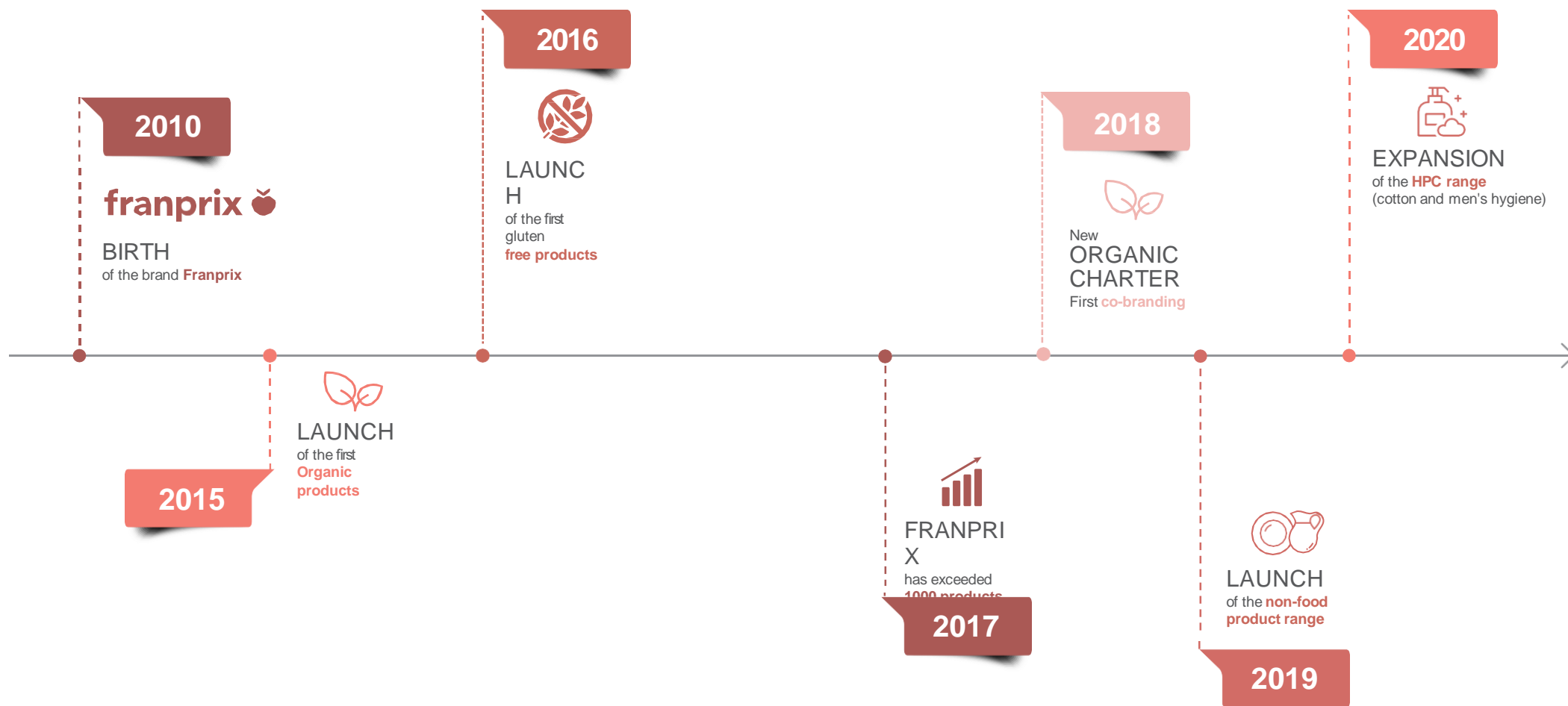




# Private Labels at Franprix

60 years that Franprix shines in the heart of French cities

FRANPRIX,  
**make**  
the ordinary extra



Private labels  
and products



Initially focused on fine grocery products,  
the brand quickly extended **to everyday products**



MORE THAN  
**1 400**  
SKUs

**INCLUDING  
300 ORGANIC  
SKUS**



Private labels  
and products



OUR  
**vision**

- Promoting healthy eating, varied and simple, for all
- **Healthy**, simple and natural products that deserve consumers' confidence
- Strong commitments on the **quality of our recipes** and our impact on the Earth

OUR  
**mission**

Act every day to promote **respectful eating current and future health** of consumers, as well as of **the Earth**, through a co-construction of our offer with our manufacturers, councils and consumer partners

Examples of products that reflect our promise:



Private labels and products

SOME **promise** of the recipes

- **Short INGREDIENT LISTS** to get as close as home-made recipes. 100% of our products are already free of the substances (palm oil, azo dyes, GMOs, GMO syrup, etc...fructose, glucose, hydrogenatedfats)
- **ANIMAL WELFARE:** in our shelves
  - Implementation of the "animal welfare" grade to come
  - Switch to cage-free eggs in all our recipes
  - **Eco-certified** hygiene and home care ranges
  - Hygiene and wellness products contain more than **95% ingredients of natural origin**
  - **A babycare products range** "Cosmebio" certified
- **NUTRITIONAL PROFILE supervised by nutritionists and the deployment of the Nutri-score in progress**
- **ORIGIN:** Promoting the made in France and the local from that it exists and that it is relevant



 **CIWF GOLDEN EGG**

 **CIWF MENTION OF HONOR GOLDEN COW**

 **WF GOLDEN CHICKEN**

**FRANPRIX** received **3 trophies** in his animal welfare work



ORIGIN



ANCHORING IN THE TERRITORY



ANIMAL WELFARE

Selectivity of our supplier partners by increasing:

- Share of **French VSE/SMEs**
- Number of partners **engaged in environmental policy and society concerns**

Private labels  
and products

THE SMALL

# streams

that make the great rivers

Between 2017 and 2020,  
we have:

- Achieved **20%** organic offer on the Franprix brand
- **Removed 22 controversial substances** from 100% of our range such as: palm oil, azo dyes, flavour enhancers, intense sweeteners, nanoparticles, GMOs, ionised ingredients, fructose - glucose syrup, hydrogenated fats.
- Built new **partnerships with small manufacturers**, unique to Franprix: beautiful stories for beautiful French-style products!  
Example: Cant'Avey'Lot, Poulehouse, JC Chassaigne



Franprix & poulehouse © organic chocolate fondant awarded in the Selection of organic consumers 2020 Made with poulehouse © eggs, "that don't kill the hen".



# Private labels and products



## A NEW **graphic** charter in 2021

Franprix is betting on a more dynamic charter (400 products redesigned to date)



Colourful pictos to highlight the "plus" products



...TOWARDS A FRANPRIX **charter** presents

- Asserts his role as selector
- Be quickly identified on the shelf
- Be recognized by consumers as a guarantee of quality and trust



Private labels  
and products

SOME  
**marker products**  
that reflect our promises



- Outdoor eggs
- Origin France
- GMO-free food
- CIWF Gold Egg 2019



- Clean label
- Recycled packaging
- Made in France



Biscuits  
without palm oil



- Clean label
- Eco-label
- Eco-designed



- Organic sector
- Origin France
- MOF recipe

## Examples of innovations

Innovations in all departments: from **frozen food** to groceries and **fresh products**



NEW





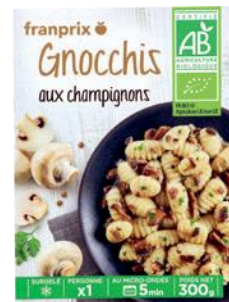


## Our organic range

Development of our organic range in many **categories products**

### Products

- Dried vegetables
- Chocolate bars
- Breakfast
- Healthy aperitives
- Dairy products
- Seeds
- Snacking



# BALANCE



## Examples of HPC innovations

- Concerning beauty, hygiene and home



# ECOLOGY



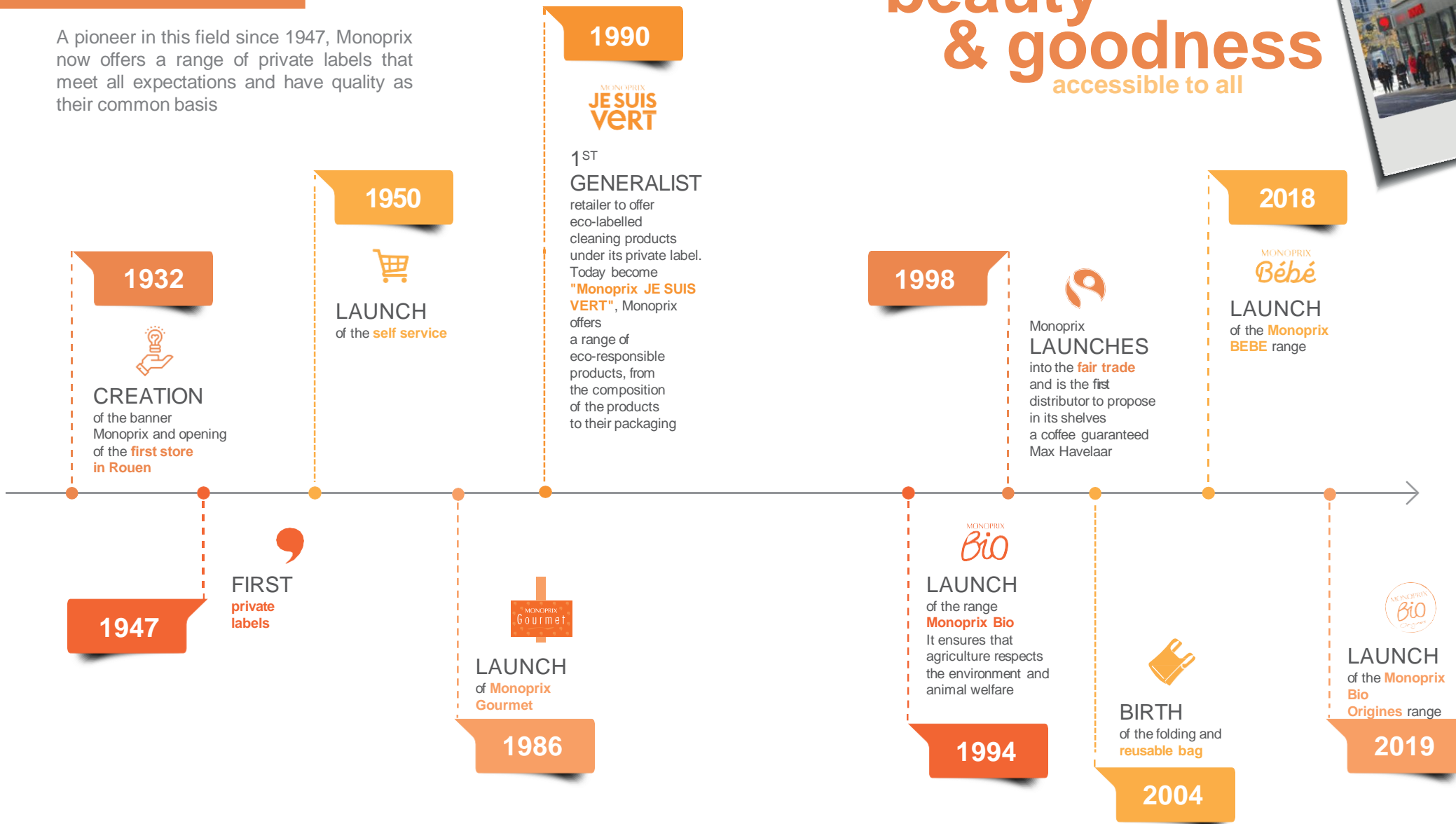
A photograph of a person in a black and white striped shirt holding a metal mesh shopping basket. The basket is filled with various items, including a red and white package. The person is standing in a grocery store aisle, with shelves of products visible in the background. The lighting is warm and focused on the person and the basket. A semi-transparent red overlay is positioned over the top left portion of the image, containing the text 'MONOPRIX' in white, uppercase letters.

MONOPRIX

# Private labels at Monoprix

A pioneer in this field since 1947, Monoprix now offers a range of private labels that meet all expectations and have quality as their common basis

MAKE  
**beauty & goodness**  
accessible to all



1932



**CREATION**  
of the banner Monoprix and opening of the **first store** in Rouen

1950



**LAUNCH**  
of the **self service**

1990



**1<sup>ST</sup> GENERALIST**  
retailer to offer eco-labelled cleaning products under its private label. Today become "**Monoprix JE SUIS VERT**", Monoprix offers a range of eco-responsible products, from the composition of the products to their packaging

1998



Monoprix **LAUNCHES** into the **fair trade** and is the **first** distributor to propose in its shelves a coffee guaranteed Max Havelaar

2018



**LAUNCH**  
of the **Monoprix BEBE** range

1947

**FIRST**  
private labels

**LAUNCH**  
of **Monoprix Gourmet**



1986



**LAUNCH**  
of the range **Monoprix Bio**  
It ensures that agriculture respects the environment and animal welfare

1994



**BIRTH**  
of the folding and **reusable bag**

2004



**LAUNCH**  
of the **Monoprix Bio Origines** range

2019

# MONOPRIX

## Our food range

Monoprix, the sense of beauty and goodness

Monoprix finds solutions to eat better and live better on a daily basis, reconciling urbanites, their tastes, their uses and their aspirations.

The Monoprix brand offers a wide assortment of products that covers all units food requirements, maintenance and beauty hygiene

### Its mission

More than 2 000 references to surprise urbanites every day, nourishing their daily lives with pleasures and discoveries



# INNOVATIVE





## Our gastronomic brand

**Premium product** range between gourmet and gastronomy  
**A selection of gourmet and original recipes.** High quality recipes; selected and valued origins; products sublimated by a refined pack

### Its mission

With more than 1 000 references, Monoprix Gourmet makes gastronomy accessible to everyone on a daily basis



# GOURMET





## Our organic food brands

The BIO pleasure in all transparency **AB-certified quality products accessible to all**. A wide range to cover a maximum of needs. A new graphic charter for more transparency and naturalness.

Discover also our brand BIO ORIGINES **An eco-responsible label**, which offers a range of products from partners committed to CSR, with eco-designed, recyclable and waste-free packaging

### Their mission

Nearly **550 references to democratize organic pleasure** and more than **50 references to help people discover the new organic selection** as close as possible to the producers and their products



# NATURAL



La beauté'  
DU VISAGE

La beauté'  
**BIO**

Our beauty offer

La beauté includes 60 essential face and body care products. The label offers simple and accessible products without controversial ingredients: Shea butter, coconut oil or Aloe Vera 95

Its mission

Monoprix has created La Beauté du Visage, La Beauté du corps and La Beauté Bio. These new ranges are adapted to the daily life of an urban clientele, being at the same time expert, selective, elegant and committed!



BEAUTY





MONOPRIX



## Our Make-Up offer

Monoprix Bio is the **first organic make-up brand**. This new range completes the 200 products manufactured in France by the Monop Make up brand: **more than 48 COSMOS ORGANIC certified products with 98% minimum of natural ingredients**

### For whom?

For all women who are looking for a **more responsible way of life, concerned about their well-being and their environment.**

Each product of the range has been carefully developed to **respect the codes of organic cosmetics**



# RESPONSIBLE



# MONOPRIX JE SUIS VERT

## Our cleaning products range

Monoprix Je suis Vert is the first private label brand to be Ecocert certified, but also the first to commit to animal welfare by joining the Leaping Bunny label, which guarantees that animal tests will not be carried out

The Monoprix Je suis Vert range protects the environment and the well-being of users and their families. This is achieved through eco-designed packs made up of at least 97% of natural ingredients, naturally scented and without colouring agents

### Objective

To offer a wide range of essentials for each room of the house in order to meet all the consumers' needs and new uses



# GREEN



# MONOPRIX Bébé

## Our brand dedicated to baby

Monoprix Bébé offers safe products to protect baby and reassure mum and dad. A modern and demanding range of care that **meets all of baby's needs**

### Its mission

Gentle care... in cuddly packs! More than 50 references of care products and diapers tested under dermatological control and without controversial ingredients. An organic baby offer for a better respect of the environment.



# SOFTNESS





## Our Food to Go brand

The Snacking Monoprix is the top-of-the-range snacking combining **the good, the beautiful and the freshness**. The recipes are regularly renewed and labeled "fresh quality" and "hand prepared"

### Its mission

More than **200 references** including 100 new products per year. A selection of vegetarian and organic recipes with quality ingredients and packaging made primarily of recycled plastic or vegetable origin



# FRESHNESS



# MONOPRIX

## Our fashion offer

Monoprix is a key player in urban and trendy fashion. Thus, the « Monoprix style », casual, chic and urban has major assets to satisfy its customers. For nearly 20 years, Monoprix has been inviting designers, guided by a strong desire: **to democratize fashion and trends and make beauty accessible to all**

### Own brands

- MONOPRIX Women
- MONOPRIX Men
- MONOPRIX Fit
- Bout'Chou: up to 36 months
- MONOPRIX Kids: from 3 to 14 years old
- MONOPRIX Teens: range dedicated to teenagers



## CITY-DWELLER



# MONOPRIX

## Our home offer

Continuing its ambition to offer « everything under one roof », Monoprix continues its commitment to bold and accessible design

**The Monoprix house offer is oriented towards a « lifestyle » approach**

The collections are regularly renewed in store and punctuated by Monoprix' capsule collaborations with designers

### Own brands:

The Maison collections reinvent everyday objects



# AUDACIOUS



# NATURALIA



Objets Déchets  
Ses en circuit biologique  
NATURALIA

NATURALIA  
HEUREUSE  
D'ÊTRE  
À NU  
PURÉE D'AMANDES  
BLANCHES

NATURALIA  
LA CRÈME  
DE LA  
CRÈME  
Avec Vanille, Cardamome  
et Amande Douce  
CRÈME HYDRATANTE  
Visage et corps

NATURALIA  
LIBRE  
D'ABUSER DES  
BONNES CHOSSES  
avec ses 48% de chocolat noir

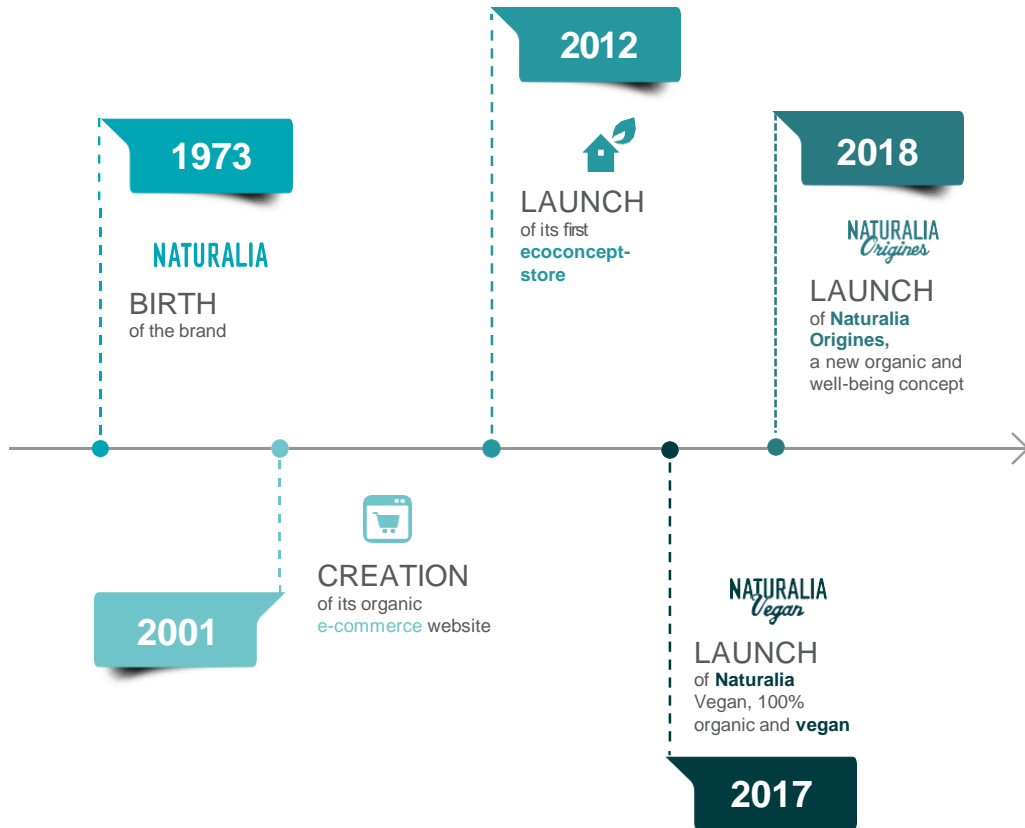
PETIT BEURRE  
TABLETTE  
CHOCOLAT NOIR  
150g

NATURALIA  
LIBRE  
DE  
TOUT  
CASSE

# Naturalia's own concepts

Specialist in organic products since 1973, Naturalia offers today several specific concepts in order to promote a happy consumption based on the freedom of each person to live organic in his or her own way

BE  
**free**  
to be nature





# NATURALIA

## Our food offer

Naturalia pursues the objective of the "consume better". Specializing in products from organic farming, Naturalia offers products that combine **organic and pleasure**

### Our products :

Naturalia offers more than **10 000 products**, including fresh produce, organic groceries, natural cosmetics, food supplements, etc.



# NATURE



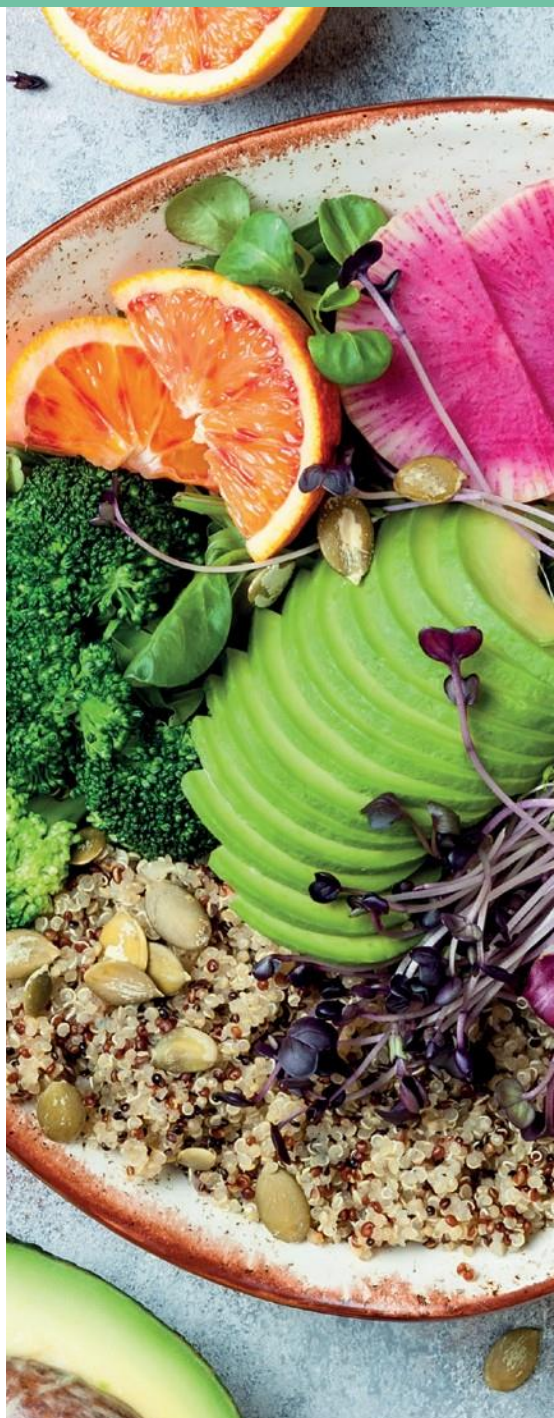
# NATURALIA Vegan

## Our 100% vegan offer

Naturalia offers a diversified **organic vegetarian, vegan offer**. An expertise that the brand is developing and asserting through this dedicated concept

### Our products:

- More than **2 500** 100% organic and plant-based everyday products on offer
- Naturalia Vegan offers a quality selection, **respectful of the environment and vegan culture**, guaranteeing all the benefits of organic farming



# PLANT



# NATURALIA *Origines*

## Our alternative medicine offer

Naturalia reaffirms its original expertise by creating a vegetalized case which welcomes its know-how dedicated to alternative medicines

### Our products:

- More than **1 600 products** highlighted: food supplements, herbal medicine, aromatherapy, superfood, ayurveda, etc.
- At Naturalia Origines you will find everything you need, with **the advice of naturopaths and dieticians**



# CARE



An aerial, high-angle photograph of an airport tarmac and a nearby port. On the left, a large white commercial airplane is parked on the tarmac. To the right, a red container ship is docked at a pier, with a massive stack of colorful shipping containers (blue, orange, and red) piled up on the pier. Several yellow cranes are visible on the pier. In the foreground, a road with two orange semi-trucks is visible. The background shows a clear blue sky and a body of water.

**Casino Global  
Partnerships's unique  
know-how to serve  
partners:  
Tailor made services**

# Our expertise in affiliation

DAILY OPERATIONAL SUPPORT FOR OUR PARTNERS



360°



# Our know-how Marketing Offer & Concepts



The offer is designed to each geographical area in order to provide you with an effective range that meets your needs, based on internal data and expertise



Your assortment will be revised several times a year to follow the changes and include the new products

Access to Casino assortment and central purchasing /BPD portal:

[www.casinointernationalpartnerships.com](http://www.casinointernationalpartnerships.com)

## PROCESS for new opportunities identification

1 Define a category review schedule

2 Country sales-out analysis

3 Casino international top sales benchmark

4 New range proposal

## A team at your SERVICE

COMMERCIAL PLAN



Support during the elaboration of your annual commercial plan

ACTIVITIES



Activities and promotional kits: POS advertising in the store

CORNERS



Creation of specific universe through dedicated corners

SUPPORTS



Lead and support in creating your means of communication: catalogs, leaflets, website...

WEBSITE



Support to implement dedicated website

- Personalised press advertising
- Posters & Posters
- Promotional inserts

MORE VISIBILITY

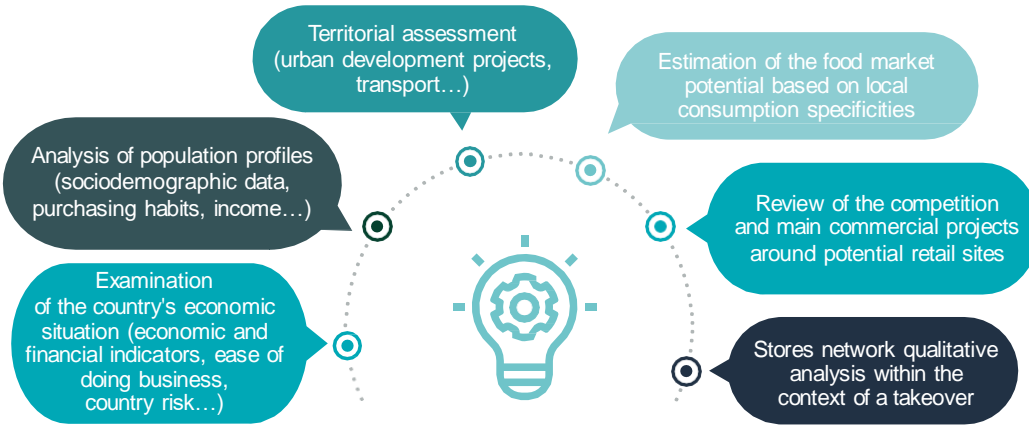
- Dedicated brand gondola
- Kakemonos
  - Labels
  - Stops shelves
  - Frontons
  - Signage



# Our know-how

## Market studies & Concepts

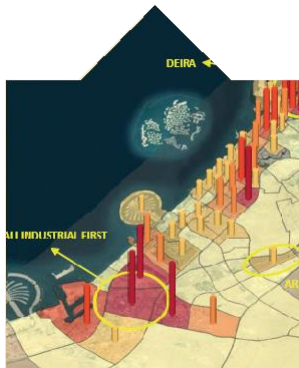
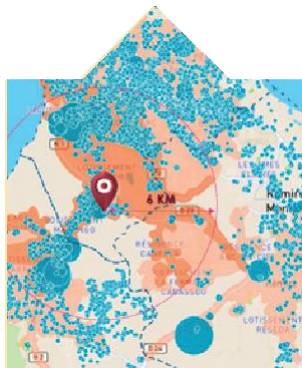
We can conduct market studies to support the development of your retail projects through:



Thanks to our database & **geomarketing tools**, we will advise you with the most suitable Casino brand according to the project environment and local particularities

In connection with your development projects, we will help you to determine **catchment areas** of your projects, your target clientele, the competitive pressure

Our expertise and support will allow you to get a better understanding of your retail environment and will emphasize the success of our partnership



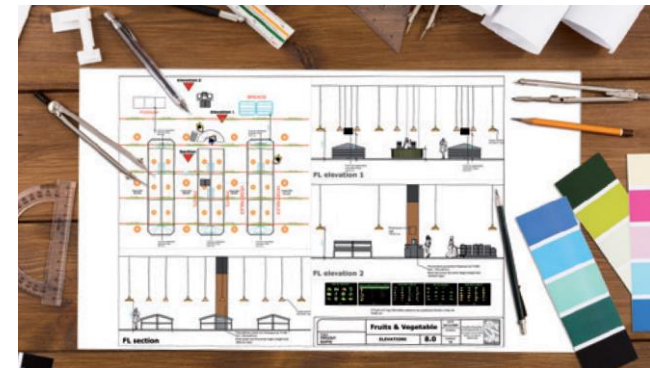
Our teams bring their **know-how and support your projects on technical aspects of store layout** before, during and after achievement:

Appropriate solutions for all sales area, by offering **custom-made solutions** to our partners

Our team can support partners on technical matters but also **for their requests for proposal (small and large equipments) that lead the successful completion of the store in accordance with the concepts**



Sample Layout for the Store Strategic Plan



### A COMPLETE SUPPORT:



Proposal of layout plans, **SALES AREA**, storehouses, cloakroom...



**EQUIPMENT ADVICES** with suppliers



Drawing of future **STORE FRONTAGE**



**2D INTERNAL DECORATIVE** simulation



**FOLLOW-UP** throughout the projects: from store layout to achievement

# Our Website

As a major development lever for the Casino Group worldwide, the **International Partnerships** contribute to the **Group's growth and branding strategy** in new markets.

This is why we have put at your disposal a **website** with many possibilities:



Follow the **NEWS**



**FOCUS** on the Casino Group



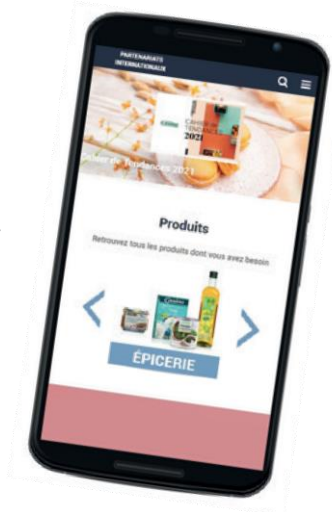
Know the different **BANNERS** and **BRANDS** we offer



Learn about the different **SERVICES** (quality, marketing, logistics & concept)

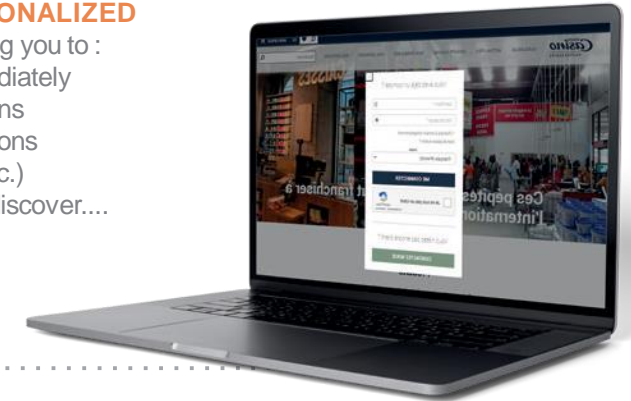


Access your **PERSONALIZED SPACE**: « My Space » (Job sheets, HR documentations, information notes...)



An access to your **PERSONALIZED ONLINE SPACE** allowing you to :

- Place your orders immediately
- View merchandising plans
- Consult the job descriptions ( e.g.: Floor Manager, etc.)
- Many other features to discover....



Find all our **MARKETING NEWSLETTERS** with news each month



The HM and SM **PLANOGRAMS** will be available in your personalized space



Possibility to place your **ORDERS ON THE WEBSITE**

[www.casinointernationalpartnerships.com](http://www.casinointernationalpartnerships.com)



# CSR commitments

The Casino group's **Social, Societal and Environmental Responsibility policy** aims to offer responsible consumption patterns, and to improve the sustainability of its business model by supporting the trust placed by the main stakeholders with whom it maintains a constant dialogue

WITHIN THE  
BUSINESS UNIT,  
WE RELAY THIS  
COMMITMENT  
THROUGH  
4 AREAS OF WORK

## 1 | ECOLOGY

The **reduction of CO2 emissions** related to our export activities



SPONSORSHIP  
PROJECT, ENGAGED  
IN REFORESTATION  
CAMPAIGNS ...  
A MISSION OF PUBLIC  
INTEREST



PROMOTION  
OF THE CASINO  
BIO RANGES AND  
POPULARIZATION  
OF NUTRISCORE

## 2 | WORKING CONDITIONS

The **improvement of working conditions** at our suppliers and franchise partners

## 3 | CONSUMPTION

The promotion of  
« **consume  
& eat better** »

## 4 | TO ACT

The development  
of international  
**virtuous actions**



SUPPORT AND  
MUTUAL AID PROJECTS  
FOR UNDERPRIVILEGED  
AND DISASTER-STRICKEN  
POPULATIONS

# Our know-how

## Logistics & Supply chain

THE EXPORT TEAM ASSISTS THE CLIENTS WITH ITS UNIQUE KNOW-HOW IN LOGISTIC

### UNIQUE know-how at the international level



BEFORE ORDER

Product registration expertise across many different types of regulations



ORDER PREPARATION

100% adapted according to country requirements and specific customer needs

Full systematic control of all orders pre-shipment:

- quality controls
- batch number
- expiration date
- quantity controls

STICKERING



SHIPMENT

Specific palletization designed for export

- Loading on **100x120 pallets NIMP15**
- Corners to strengthen the pallet

Temperature monitoring in containers

**Shipments provided by our freight forwarders partners** with integrated systems adapted to the different flows



ARRIVAL

Preparation of all export documents by our teams

- Commercial invoice
- Packing list
- Bill of loading
- Certificate of Origin
- Health Certificate





## Our Team at your service



### Casino Global PARTNERSHIPS

An expert team of fifty people dedicated to your business, and by your side to address your needs with expertise and reactivity.

GROUPE  
*Casino*  
GLOBAL & STRATEGIC  
PARTNERSHIPS