



Driving our Growth Markets

Analysts days 11, 12 and 13 June 2008
Brazil



Leveraging the strength of the brand

Rodrigo Lacerda



Total customer focus!

- ▶ Our customers
- ▶ Knowing our customers
- ▶ Carrefour customer perception
- ▶ Our future: “Solution” Brand





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► Our customers



Great customer traffic to build on



328,653,000 tickets per year ...

1.96 people in each ticket/ visit ...

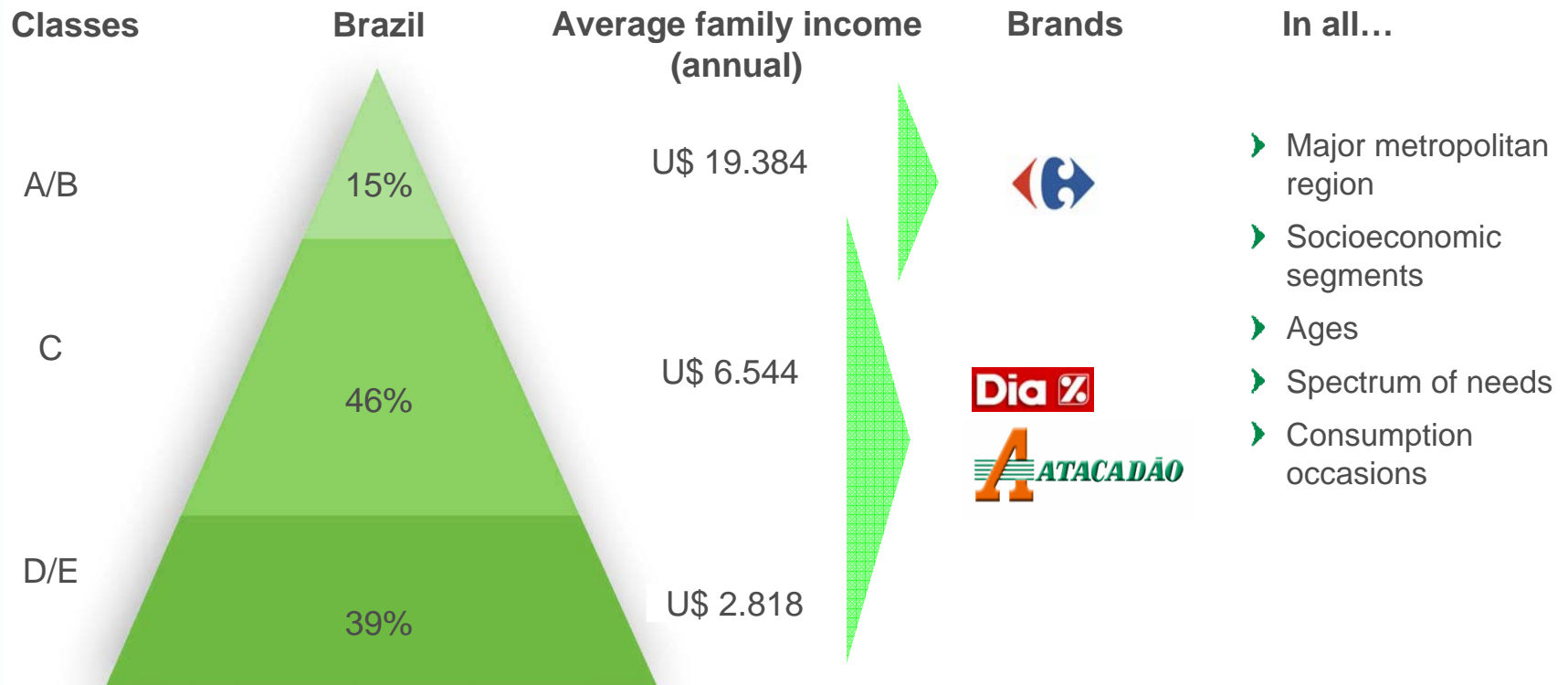
644 million visits to our stores every year!

Today almost **2 million** people will be visiting our stores !!!

Covering each segment of a growing market

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Source: ABEP- Associação Brasileira de Empresas de Pesquisa - 2003
Based on Socio economic research - 2000 - IBOPE



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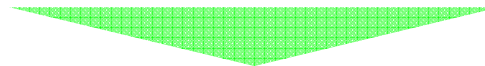


► Knowing our
customers



Client needs and expectations are feeding our business model

- Ongoing feedback of our campaigns & operations
- Call Center / E-mail / Chat on line, Discussion groups with customers: every month in each store, Carrefour blog, Consumer database/ BI (Private Label Card)
- Tracking consumption behavior, attitudes and perception
- Trend studies and U&A
- Deep understanding of our consumers: ethnographic research



CUCA
Consumidores Unidos Carrefour.

Para oferecer a melhor compra, o Carrefour avalia quem mais entende do assunto e comercializa. Por isso que, através do SAC - Serviço Atendimento ao Cliente, o Carrefour identifica um grupo de clientes especiais e os reúne para formar o CUCA - Consultoria Unida Carrefour. Você e o CUCA já estão juntos desde sempre de olho na qualidade e variedade dos produtos, no atendimento, no ambiente da loja, na representação social e a oferta aos preços. Você usa o CUCA também sempre que precisa: faz sugestões, críticas e elogios pelo SAC. São ideias que fazem valer os seus direitos para ajudar o Carrefour a ser sempre a melhor opção de compra. Para parte desta movimentação, use o CUCA.

www.euusoacuca.com.br

Carrefour 
É lá que a gente vai encontrar.



CUCA: building trust with the customer

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- ▶ Leverage the brand through a differentiated “relationship building process” and communication
- ▶ Orient consumers to buy in an intelligent and smart way
- ▶ Stimulate consumer interaction in all Carrefour touch points (SAC, blogs, etc.)
- ▶ 10 commandments ...



OS 10 mandamentos da CUCA

1. **CONTROLE** e economize no orçamento doméstico.
2. **COMPARE** sempre os preços antes de comprar.
3. **CONFIRA** a origem e os prazos de validade dos produtos.
4. **PROCURE** sempre frutas, legumes, carnes e peixes frescos.
5. **CONHEÇA** os seus direitos de consumidor.
6. **CONTRIBUA** na melhoria de produtos e serviços, utilizando o SAC das empresas.
7. **APROVEITE** bem o seu tempo, resolvendo tudo num só lugar.
8. **PEÇA** sempre o seu cupom fiscal, a garantia de sua compra.
9. **EXIJA** sempre o melhor atendimento.
10. **ESCOLHA** empresas comprometidas com o desenvolvimento sustentável.

“O consumo consciente faz bem pra CUCA.”

Cristina Rodrigues, cliente Carrefour desde 1995.





CUCA: leveraging the contact points





“CUCA” Video

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➤ Carrefour customer perception





Strong gains in brand image perception

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2004

- ▶ Hypermarket
- ▶ Cold and distant
- ▶ Low recall and more rational communication
- ▶ Attraction through promotional approach
- ▶ Price and Products

2008

- ▶ Multiformat & Services
- ▶ Closer, younger and modern
- ▶ Communication generates recall, affectivity and connection
- ▶ Attraction through the power of the brand
- ▶ Intangible values associated with the brand and fair price





The strength of the Carrefour Brand and the differentiation proposals ...

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- ▶ The Carrefour Brand Equity is so strong that it enables successful brand declinations to other formats and services ...

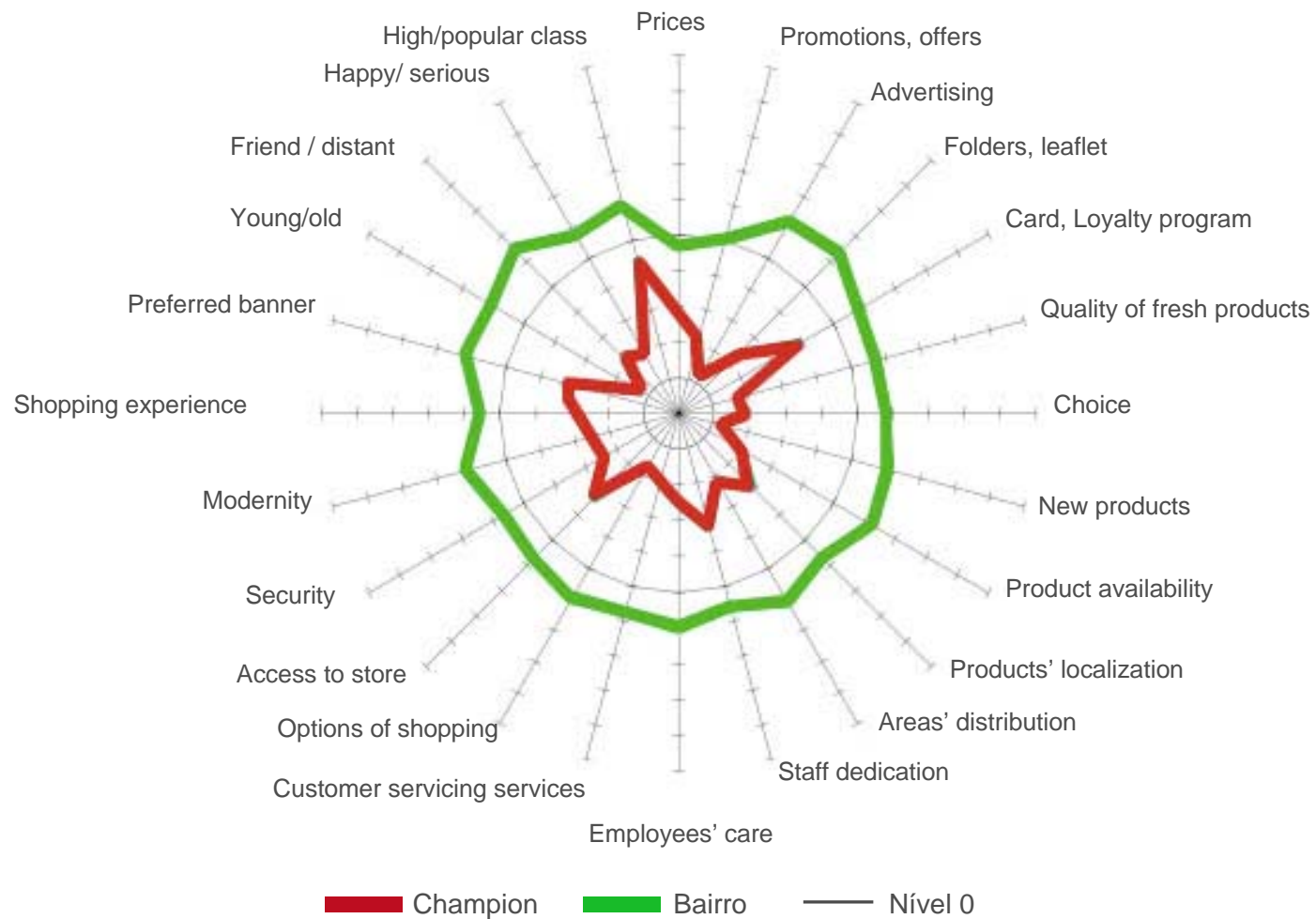




The supermarkets gained competitive advantage through the Brand transfer

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Growing consumer recognition

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Sources: Folha de São Paulo, Consumidor Moderno, Reader's Digest and Meio & Mensagem

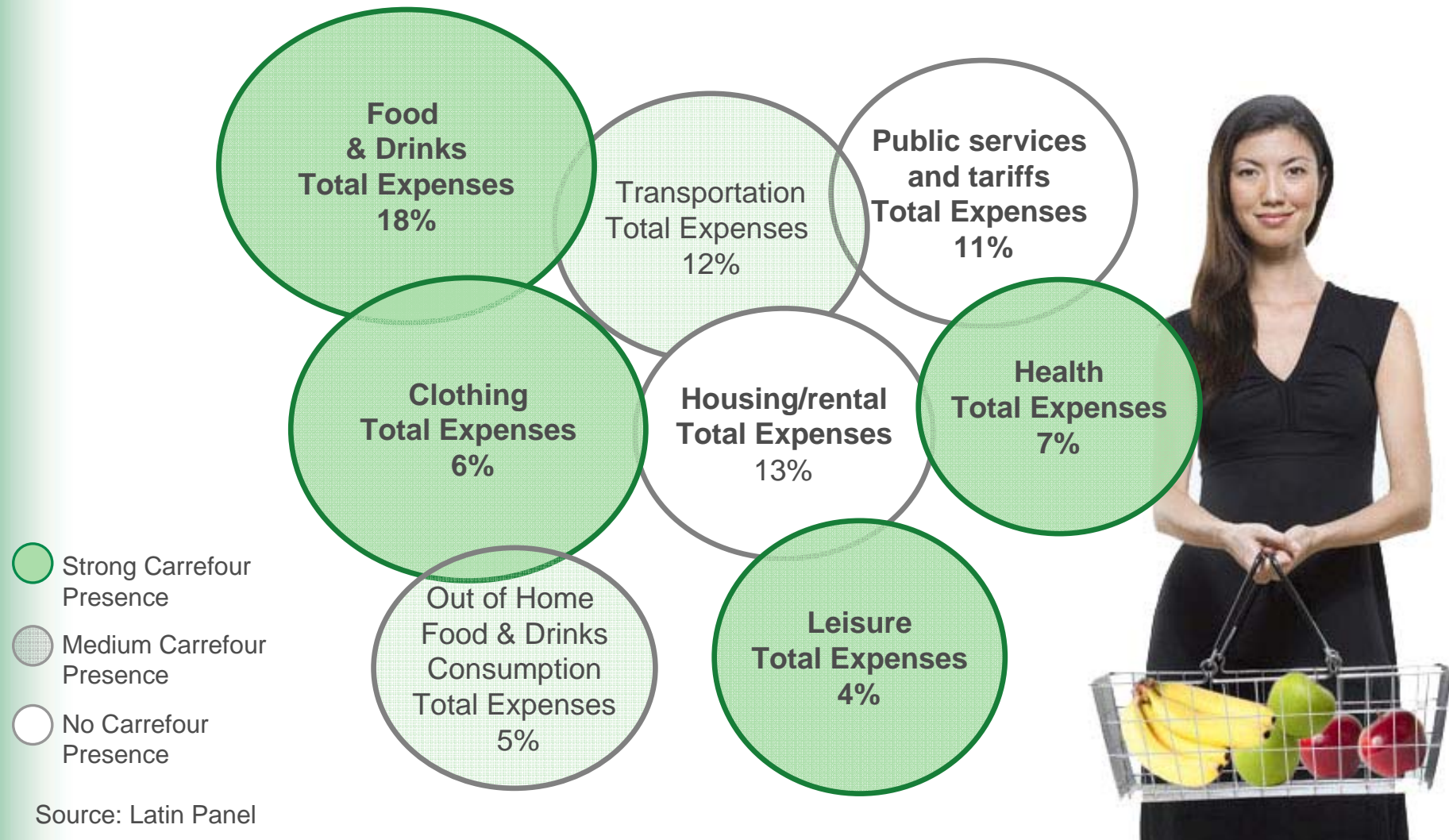


► Our future: The “Solution” Brand





How do consumers spend?



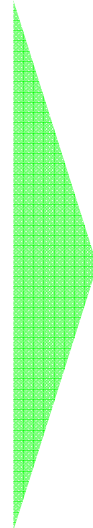


Consumers spend most of their additional income in services and conveniences

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Access to credit



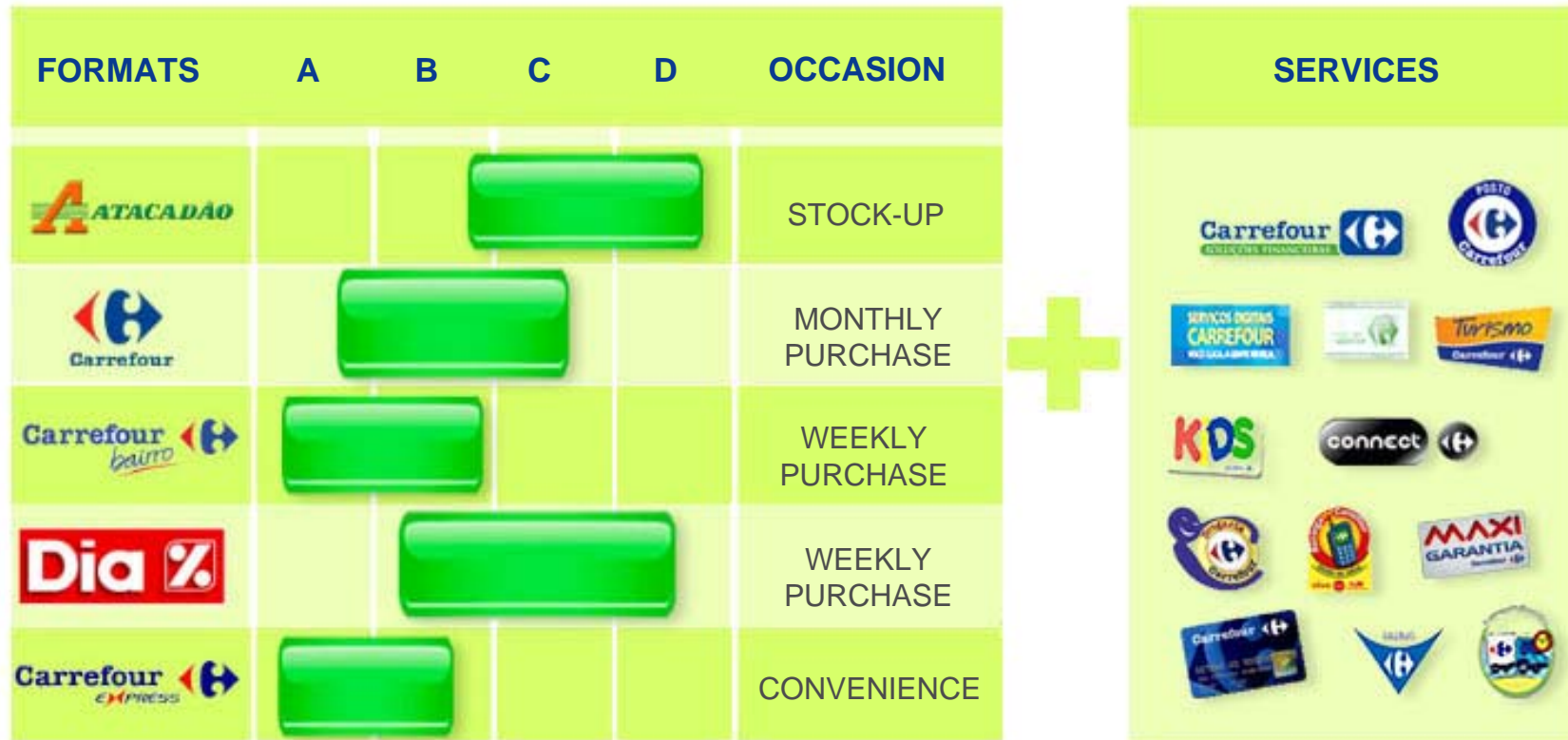


Portfolio strategy: high growth potential and a competitive value proposition ...

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...for each target segment





We have a sustainable leadership...

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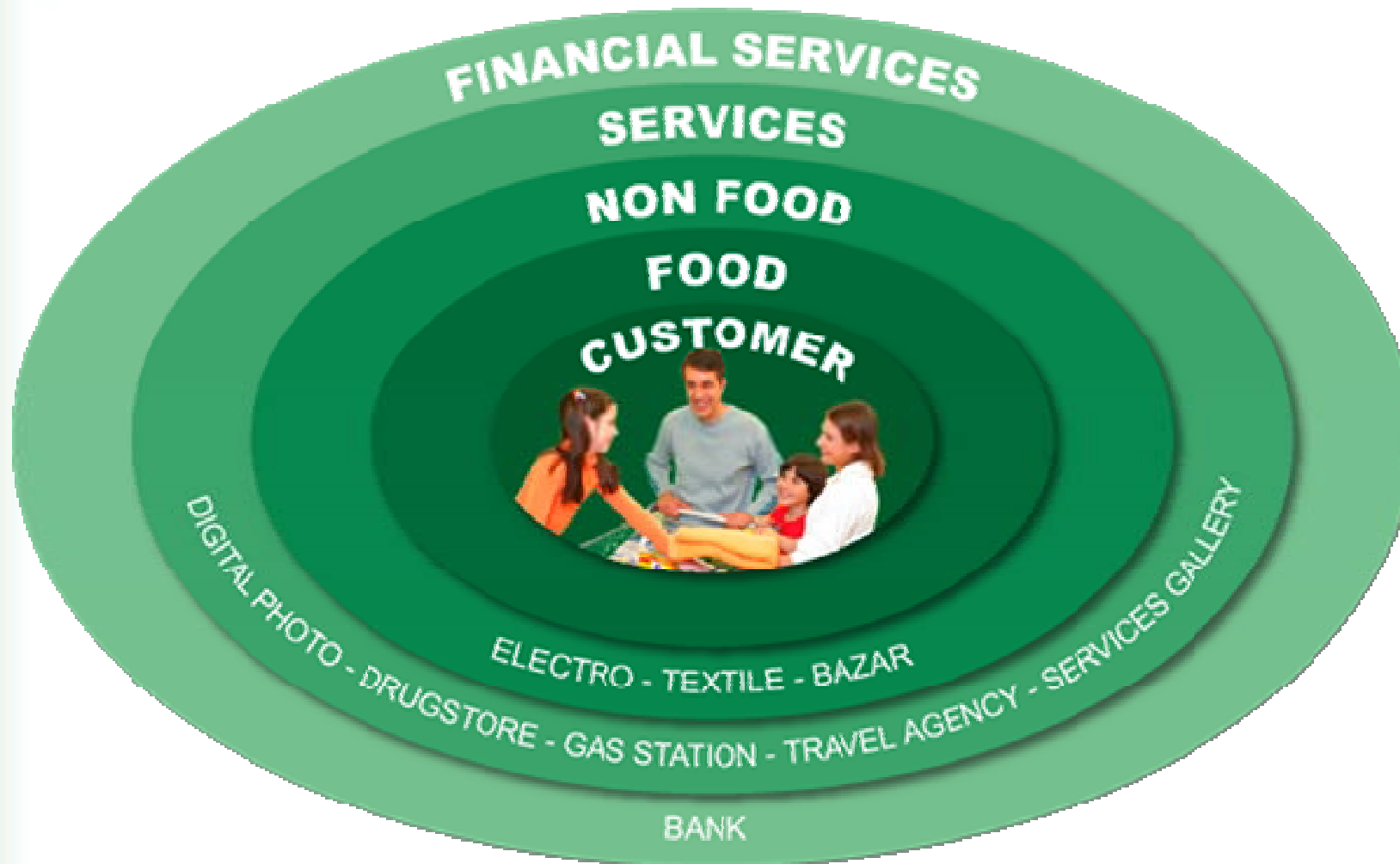
- ▶ Almost 2 million people visit our stores every day
- ▶ The strongest brand
- ▶ Winning value proposition (format and services)





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