



Press release
Massy, 9 March 2020

Carrefour continues its shop-in-shop openings with the launch of Carrefour Occasion

As part of its hypermarket transformation plan, Carrefour is continuing to introduce new formats and offerings tailored to changing consumer trends. After Darty, Aubert and Pacific Pêche, Carrefour is partnering with Cash Converters to launch the Carrefour Occasion shop-in-shop concept. This new offering, which creates value for consumers, is being introduced at the Les Ulis store. It aims to increase Carrefour's contribution to the circular economy while giving its customers greater purchasing power. Managed by Cash Converters, this space will facilitate sustainable consumerism by allowing consumers to buy and sell secondhand items. A second location is to open soon, followed by a roll-out on a larger scale at Carrefour hypermarkets.

Carrefour Occasion: don't throw it out – resell it!

This shop-in-shop gives customers the option of selling and buying secondhand items, with a focus on telephones, high-tech items, video games, jewellery, computer items, books and CDs/DVDs. This 100m² area will be operated by Cash Converters, a pioneer in the secondhand market that is renowned for its expertise.

Launched today, Carrefour Occasion will initially attract customers who wish to have their items' value assessed to be able to sell them. These items will be carefully selected for Carrefour Occasion by the Cash Converters experts, who will start gradually stocking the shop with the secondhand items at the beginning of April.

In response to consumer concerns over purchasing power, Carrefour Occasion has opted to settle each transaction in cash, apart from sales of gold jewellery, which must be settled by bank card or bank transfer for reasons of traceability. And for optimal customer satisfaction, every product purchased from Carrefour Occasion will come with a free one-year warranty, double the period stipulated by legislation.

A partnership promoting more sustainable consumerism

Carrefour is continuing its commitment to the circular economy by offering a new shop-in-shop format that promotes sustainable consumerism and gives new life to day-to-day objects.

« The launch of Carrefour Occasion increases Carrefour's contribution to the circular economy. Thanks to the expertise contributed by Cash Converters, this new concept is fully in line with new consumer trends focused on mindful, sustainable consumerism and greater purchasing power, » said Pascal Clouzard, Carrefour France Executive Director.



« This collaboration with Carrefour confirms our commitment to supporting and accelerating changes in consumer trends together with a major player that also believes in the circular economy,» explained Bruno Bée, President of Cash Converters Europe.

About Carrefour in France

Carrefour has over 5,200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For 60 years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of multi-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 110,000 people and welcomes more than 3 million customers every day throughout the country. Carrefour is committed to a more sustainable and responsible form of trade through its daily initiatives. The Group's global approach to CSR is based on three pillars: combating all forms of waste, protecting biodiversity and supporting its partners.

For further information, visit www.carrefour.com (press page), www.carrefour.fr or follow us on Twitter: @CarrefourFrance, @GroupeCarrefour

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About Cash Converters

Cash Converters, a brand that has been active in the circular economy since 1984, is the global leader in secondhand products purchases/sales for individuals. Operating all over the world, the Australian brand has a network of over 800 franchised stores, including 120 in France. Every day, two store formats (City and Standard) offer millions of secondhand products that have been tested and are backed by warranties, both at points of sale and on its marketplace. This offering is rounded out by several services designed to make things easier for customers, including online product valuation, sales with a buyback option and the Click and Collect scheme for pick-up of online purchases. For more information: www.cashconverters.fr (online sales site), franchise.cashconverters.fr (corporate site), www.lebijoucash.fr (site devoted to luxury products); or follow us on LinkedIn @CashConvertersEurope.

Cash Converters press office

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