

Press release,
Massy, March 28, 2017

Carrefour, shopping and me: Time-saving innovations to test and use at home

**57% of consumers say waiting is one of the things they dislike most*.
Carrefour's response: three innovative and ingenious home-based services**

- **Panier Cuistot (“Cooks’ Basket”) by Ooshop:** a first in France for a mass merchandising banner, the “Panier Cuistot Carrefour” is a gourmet box offering a genuine culinary experience. Lovers of fine foods can have meal boxes delivered to their homes on a regular basis. These will each contain two step-by-step recipes (also available on YouTube) and all the ingredients necessary to enjoy cooking real Cordon Bleu meals!



- **Pikit:** Carrefour Drive’s intelligent connected device for shopping from home has been transformed with a new, more colourful version and enhanced functionality. Day-to-day shopping is now easier for all the family! A service already available throughout France, and now compatible for all Ooshop customers

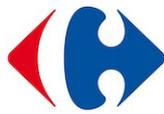
- **Livraisonexpress.fr:** around 3,000 everyday products delivered within the hour and with a 30-minute delivery slot, that’s the promise of the livraisonexpress.fr service. Available in Paris and the Greater Parisian area, this practical service for city dwellers will arrive in Lyon in May 2017.



* Prosumer Study – Havas 2016

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“Panier Cuistot” by Ooshop, the meal box reinventing home cooking

A genuine first, Carrefour’s “Panier Cuistot” enables customers to rediscover cooking with easy, varied gourmet recipes delivered to their door.

“Panier Cuistot”, a new fun cooking experience accessible to all

What is in a Panier Cuistot?

Customers can order the meal box of their choice from a constantly changing selection of boxes containing fresh seasonal produce, all the ingredients needed for the dishes and recipe cards to use as guides in their preparation. To make the process even easier, tutorials are available on YouTube.



What can you cook with a Panier Cuistot?

Designed to meet the needs and culinary moods of every consumer, the Panier Cuistot offers 10 very easy recipes ranging from vegetarian dishes (courgette lasagne, vegetable tian with goats’ cheese etc.) to classic dishes (beef and vegetable stir-fry, duck tenderloin strips in pepper sauce etc.).

Who is Panier Cuistot for?

The boxes contain two to four different meals: Panier Cuistots can be ordered for two or four diners so can be enjoyed by the whole family.

Prices range from a €20 box for two through to a €48 box for four, a cost of about €5 for each diner’s meal.

“Panier Cuistot”, a service accessible online

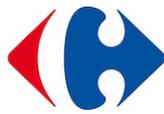


The first retailer to develop this innovative service, Carrefour enables its customers to focus on what matters most to them by saving their time: the pleasure of cooking fresh, high quality products and being guided through an innovative experience.

Available on paniercuistot.fr and coming soon to Ooshop, the Panier Cuistot is delivered directly to the customer’s home in under 24 hours in Paris and the Greater Parisian area at a cost of only €2.90.

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A different way of shopping with the new Pikit from Carrefour

Pikit, the connected device for easy shopping

What is Pikit?

Developed by Carrefour, Pikit is modernizing online shopping. Always within reach, Pikit enables customers to scan their products so as to add them easily to their online shopping list. Connected to WiFi, the new Pikit will work anywhere in the home. Customers just need to place their order on Drive or Ooshop, then pick up their purchases at their Drive Carrefour or get them delivered to their door.



So what's changed?

This year, new functions have been added, making Pikit yet more practical.

- An even more helpful recommender that recognises every product scanned and suggests an alternative to any that are unavailable.
- An “automatic reminder” function that allows certain products on a customer’s shopping list to be added automatically at a frequency set by the customer.
- An improved voice function that enables products to be entered by merely speaking. Pikit also guides customers when they configure the service.

The new Pikit is also more user-friendly and comes in a range of new colours that give it a more modern designer look.

Who is Pikit for?

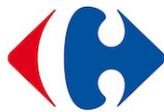
Pikit is for users of Drive and Ooshop. The whole family can join in the shopping experience whilst the mandatory validation of the basket by an adult ensures peace of mind.

The new Pikit will be available from April at a price of €29.90 from Drive, Rue du Commerce and shortly from Ooshop.

More information on the device and service can be found on monpikit.fr.

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After Paris and Neuilly-sur-Seine, Carrefour's Livraison Express service goes a stage further

Launched in 2016 in Paris and adopted by several thousand consumers, the service, along with its dedicated app, is being rolled out in Lyon.

What is Livraison Express?

With Livraison Express, customers can now have around 3,000 everyday products delivered to them within the hour, and can select a 30-minute delivery slot.

Livraison Express offers a wide selection of fresh produce (more than 50 types of fruit and vegetables available), grocery products and a few everyday non-food products (health and beauty, household etc.). Delivery costs €4.90.



So, how do you order?

Customers can purchase their items 24/7 at livraisonexpress.carrefour.fr, and will soon be able to use the dedicated "Livraison Express" app (iOS and Android) with the option of tracking their deliveries in real time.

They can have their shopping delivered 9.00 am to 10.00 pm, Monday to Saturday by French start-up "Stuart" – a delivery service that specialises in deliveries by bicycle and cargo bike.

Who is Livraison Express for?

By offering short half-hour delivery slots for its express delivery service, Carrefour is meeting the needs of city-dwellers who really appreciate being able to choose when they can expect their shopping.

This service is offered in Paris, Neuilly, Levallois, Malakoff, Vanves and Bagnolet and will be extended to Lyon in May 2017.

About Carrefour France

Carrefour has over 5,600 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For over fifty 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. So as 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 is the world's second largest retailer and the largest in France. It employs 115,000 people and welcomes more than three 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 more information, visit: www.carrefour.com (press area), www.carrefour.fr

Or follow us on Twitter: @CarrefourFrance, @GroupeCarrefour

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