



## **CARREFOUR SPAIN AND LOLA MARKET JOIN FORCES TO OFFER ONLINE PERSONAL SHOPPING**

- **Innovative solution to be launched in 11 Carrefour Market stores in Madrid and Barcelona**
- **In line with an omni-channel strategy that seeks to boost the visibility of e-commerce and delivery services**

**Madrid, 2 June 2021.** Carrefour and Lola Market have reached an agreement to offer the retail company's customers a new online personal food shopping service. This is an innovative solution that is set to launch this Thursday in 11 Carrefour Market stores in Madrid and Barcelona. It is another step in the company's strategy to boost the visibility of its e-commerce service to reach a wider audience through its own delivery services or via other partners.

Lola Market personal shoppers will select the products, which will then be delivered to customers' homes within an hour or during a timeslot of their choosing thanks to the scheduled shopping service. There will be a minimum order of €15.

Customers will be able to access all Carrefour products via the Lola Market platform or app, and will enjoy the same prices as for their normal shopping.

**Axel Nazarian, E-Commerce Director for Carrefour Spain,** says: "Carrefour is constantly developing new tools to streamline processes and improve the consumer's purchasing experience by offering products and services with high added value to anticipate their requirements. The Lola Market personal shopping service complements our offer and strengthens our ambition."

**Luis Pérez del Val, CEO of Lola Market,** has stressed that "the agreement with Carrefour is enabling us to expand our gourmet offering to respond to the needs of all our customers and offer them the best quality alongside a unique purchasing experience, while at the same time humanising the technology thanks to our personal shoppers."



Carrefour's comprehensive offering provides its customers with a variety of digital tools that they can use to ensure an easy, secure and high-quality shopping experience via their preferred channel (Carrefour.es, ordering by telephone, WhatsApp, Mi Carrefour app, etc.). Through its hypermarkets, supermarkets and convenience stores, Carrefour offers a flexible, cooperative model that is tailored to the needs of each customer, making maximum use of its technological capacity and vast store network.

#### **About Carrefour**

*Carrefour is an omni-channel, multi-format, multi-brand business which manages 205 hypermarkets, 112 Carrefour Market supermarkets, 936 Carrefour Express and 29 Supeco in Spain, in addition to its online retail service. The business is fully engaged in a digital transformation process to achieve its goal of becoming a key player in food e-commerce. Carrefour is committed to maintaining innovation and digitalisation as the basic pillars underpinning its strategy.*

#### **About Lola Market**

*Lola Market offers a high-quality online food shopping service allowing customers to order from supermarkets, traditional markets and specialist stores. Customers are able to choose from a wide range of stores available via the service's website or app. Once the online order has been placed, a personal shopper is responsible for choosing each product in the shopping basket with care. The products are then delivered within an hour or during a timeslot selected by the customer.*

*Lola Market is available in Madrid, Barcelona, Valencia, Pamplona, Seville, Granada, Malaga, Murcia, Alicante, Saragossa, Bilbao and A Coruña, via 260 stores including top supermarkets, traditional markets and specialist stores.*