



Press release  
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## **Carrefour tests Carrefour +, a subscription to reduce the cost of day-to-day shopping**

***Starting on 20 September and until the end of the year, Carrefour will be testing “Carrefour +”.***

***“Carrefour +” is a commitment-free subscription service that gives customers 15% off products from more than 20 Carrefour brands\* for €5.99 a month (€4.93 for Pass card holders). That's more than 7000 products (excluding traditional fresh produce), every day of the week, with no minimum purchase.***

Initially, the service will be rolled out to 21 stores in the Rouen\*\* area and will be available across all formats (hypermarkets, supermarkets and convenience stores, as well as for shopping orders placed on Carrefour.fr for home delivery or pick-up at drive outlets). Carrefour is intending to roll it out more widely in 2022.

The subscription system will be exclusively available for holders of Carrefour loyalty cards – which can be obtained for free. All you have to do is subscribe to the service just as you are about to pay for your shopping in any Carrefour store, or by visiting Carrefour.fr.

### **A 30-day commitment-free subscription that you can cancel at any time**

Customers will receive a notification by text message two days before their subscription is set to be end so they can decide whether or not they want to renew it.

No minimum purchase is required, and the subscription can be used alongside other current offers and loyalty bonuses.

Refunds for the products concerned will be made directly to subscribers' bank accounts, within two to four working days.

Morgane Weill, Executive Strategy Director for the Group and France & Market France said: “This subscription service is fully in line with two of the strategic priorities outlined in the Carrefour 2022 plan: showcase our ecosystem, ensuring that all of our customers everywhere have access to the same benefits, particularly in digital, and helping to deliver the food transition for everyone with the help of a highly advantageous offering on Carrefour’s own brands. Co-developed with our customers, this value proposition will evolve on the basis of their feedback so we can adapt it to better meet their needs”.

**\* The 20 Carrefour brands concerned:** Bon App’, Carrefour, Carrefour Baby, Carrefour Baby Bio, Carrefour Bio, Carrefour Classic, Carrefour Essentiel, Carrefour Expert, Carrefour Extra, Carrefour Kids, Carrefour Sélection, Carrefour Sensation, Carrefour Soft, Carrefour Soft Bio, Carrefour Soft Green, Carrefour Veggie, Reflets de France, Nectar of Beauty, Nectar of Bio, Carrefour Men.

**\*\* List of eligible stores in the Rouen area:** Carrefour Barentin, Carrefour Mont Saint Aignan, Carrefour Tourville La Rivière, Carrefour Market Bois-Guillaume Les Bocquets, Carrefour Market Bois-Guillaume Mairie, Carrefour Market Le Petit-Quevilly Jaurès, Carrefour Market Sotteville-Lès-Rouen, Carrefour Market Bihorel, Carrefour Market Déville-Lès-Rouen, Carrefour Market Mesnil-Esnard et leur Drive, Carrefour City Bois Guillaume, Carrefour City Rouen Caen, City Rouen Docks 76, Carrefour City Rouen Grand Pont, Carrefour City Rouen Pasteur, City Rouen Place des Carmes, Carrefour City Rouen Saint-Hilaire, Carrefour City Rouen Saint Julien, Carrefour City Sotteville-Lès-Rouen. Carrefour Express Rouen Jeanne d'Arc, Carrefour Express Rouen République.

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#### About Carrefour in France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty 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 omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For more information, visit: [www.carrefour.com](http://www.carrefour.com) (press page), [www.carrefour.fr](http://www.carrefour.fr) or follow us on Twitter at: @CarrefourFrance, @GroupeCarrefour.