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PRESS RELEASE

Carrefour and Albert School – the data-centric business school of excellence – enter into an original partnership

ALBERT SCHOOL, the first data-centric business school of excellence, supported by Xavier Niel and global retailer Carrefour which is committed to an ambitious digital transformation, have just announced a major partnership. Albert School and Carrefour both firmly believe that collaboration between business and data teams needs to be bolstered so that data can be placed at the heart of what companies do and so help create value. This belief is central to Albert School's educational approach – in the same way that it is chief among Carrefour's strategic priorities.

To train people so they can understand, use and leverage data, Albert School's teaching is structured around "Business Deep Dives". This involves three weeks spent analysing a company's models and the issues with which it is grappling, such as the economy, finance, marketing, retail and data. Carrefour will launch the first Business Deep Dive, sharing data usage case studies, and getting its employees to deliver lectures.

The first three-week course will be an opportunity for students to gain an understanding of how Carrefour operates. They will look at the company's positioning and its value chain, the competition it is up against, client relations issues, logistics challenges, the cyclical nature of sales and the development of e-commerce, as well as the financial aspects of the retail business.

The partnership also provides for Carrefour to fund three scholarships for students who will be joining the Albert School's Bachelors programme in September 2022. These scholarships will cover half of the winners' education expenses.

« Carrefour wants to become a global leader in digital retail, and data is at the very heart of this strategy. We use it to improve the customer experience, make the best decisions at each level of the company and increase the efficiency of our organisation. This partnership with Albert School – the first data-centric business school – is in line with our whole approach. We will play an active role in the training of these future data experts, some of whom will surely join us in the years ahead », said Elodie Perthuisot, the Carrefour Group's Executive Director of E-Commerce, Data and Digital Transformation.

« “I am particularly pleased to be entering into a partnership with Carrefour, a leading French retailer which has been structuring its vision around data for several years now. Through its innovative educational approach, Albert School seeks to train the professionals of tomorrow who will be in a position to draw maximum benefit from the innovative strategies of such players. Finally, I am proud that – by funding three scholarships – this partnership will bring Albert School's training to within easy reach of all students”, said Grégoire Genest, founder of Albert School.

About ALBERT SCHOOL

Founded by Grégoire Genest, Matthieu Heurtel and Mathieu Schimpl, ALBERT SCHOOL is the first post-baccalaureate data-centric business school of excellence. It runs courses for students with three and five years of post-baccalaureate education, equipping them to successfully leverage data on behalf of companies. The training courses it delivers are created with input from 50 partner companies – some of which are English-speaking – and aspire to being highly professional. Particular attention is paid to support and student welfare throughout their educational experience.

For more information, visit albertschool.com

About the Carrefour Group

With a multi-format network of over 13,000 stores in nearly 40 countries, the Carrefour Group is one of the world's leading food retailers. The Group recorded revenue of €81.2 billion in 2021. Its network of more than consolidated stores as more than 320,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are. In total, more than 500,000 people work for Carrefour throughout the world.

For more information, visit www.carrefour.com, or find us on Twitter ([@GroupeCarrefour](https://twitter.com/GroupeCarrefour)) and LinkedIn ([Carrefour](https://www.linkedin.com/company/carrefour)).

Albert School press contact

Thomas Mollier

Orson. +33 6 75 76 36 60 / thomas.mollier@orson.ai

Carrefour press office

Tel.: +33 (0)1 58 47 88 80 / E-mail: presse_france@carrefour.com