

DIFFERENTIATING APPROACH



ILLUSTRATED BY APPAREL

INVESTOR DAY CASINO - JUNE 2008

# KEY MILESTONES



→ **1932:** Opening of the first one-price store in Rouen by Galeries Lafayette

→ **From 1950's:** two major innovations by Monoprix in France

- Self-service concept
- Private labels

→ **In June 15, 63:** opening of the first French hypermarket.

→ **By the beginning of the 80s,** Variety Stores begin to decline

→ **1980's:** launching of Citymarché, a unique concept combining a broad range of services and an array of high-quality food and non-food products



# THE CITY MARKET, A UNIQUE CONCEPT



# THE CITY MARKET IN TEMPO WITH TOWN LIFE



*Improving everyday life  
for city-dwellers*

- ➔ Top locations in City centers
- ➔ Broad and deep ranges of food and non food products
- ➔ Anticipation and democratization of trends
- ➔ Committed to sustainable development since 90's
- ➔ Private labels used as innovation vehicles
- ➔ Services dedicated to urban customers (late openings, home delivery...)
- ➔ Committed to sustainable development since 90's
- ➔ Privileged partnerships with our suppliers, notably SME
- ➔ Maximization of shopping pleasure

# TO MEET THE EVER-CHANGING CUSTOMER REQUIREMENTS

Build on what was already realized

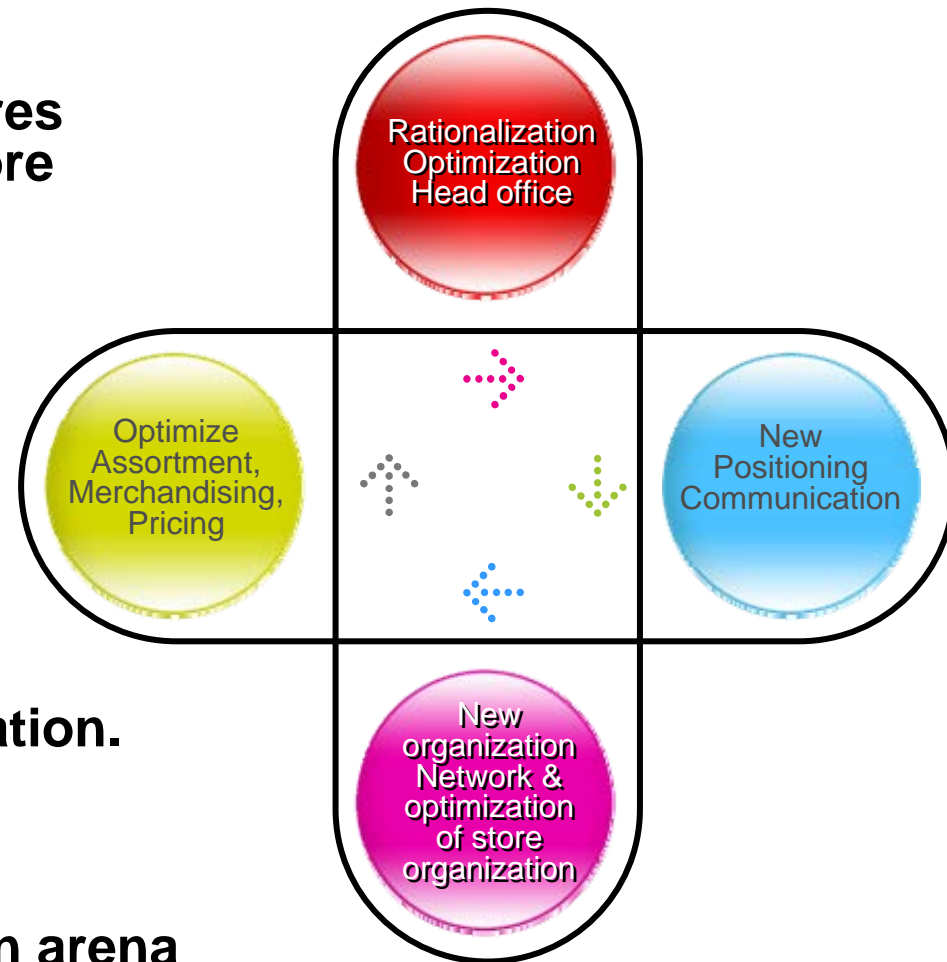


and **INNOVATE !**

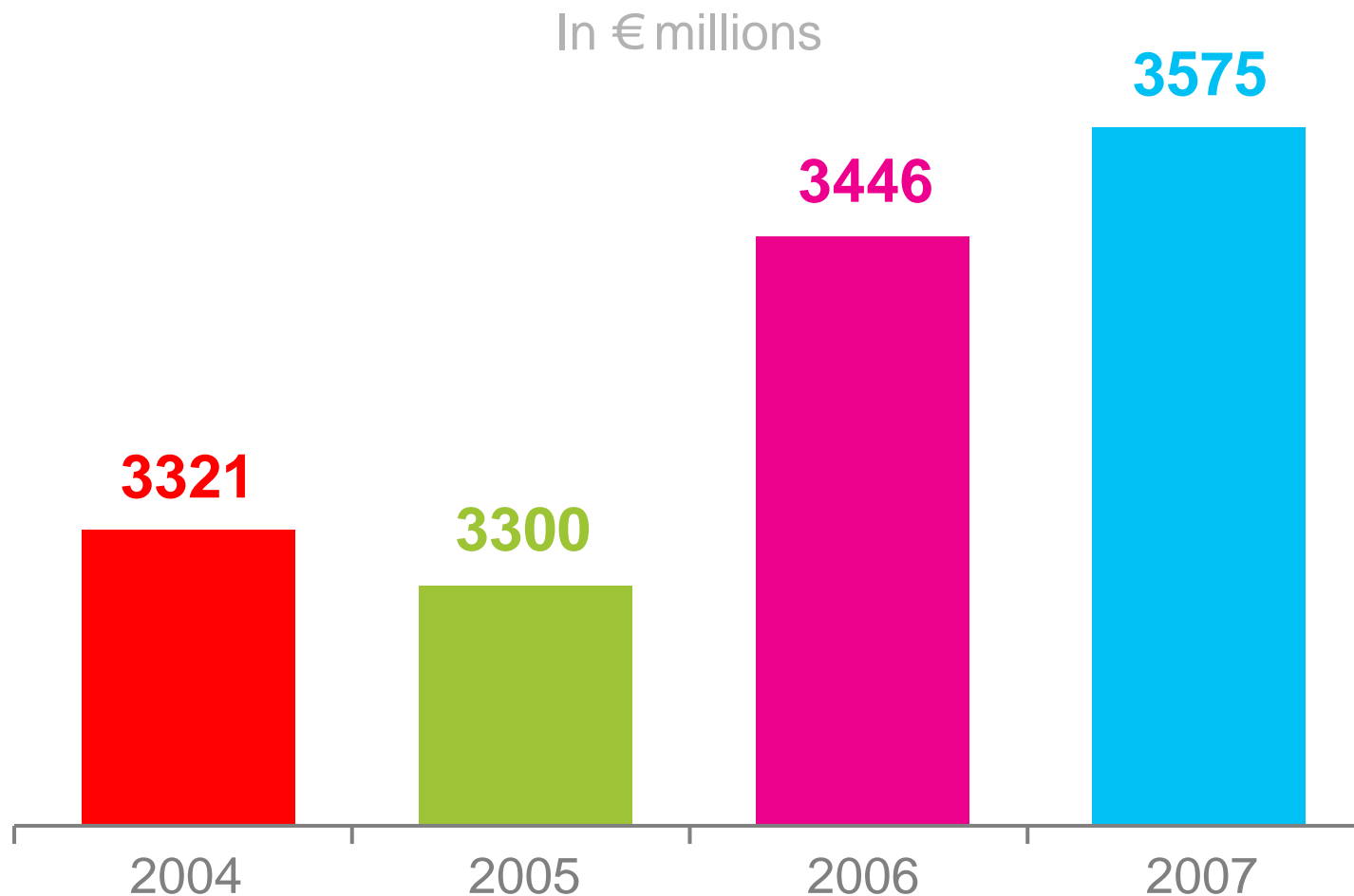


# A WORK IN DEPTH LAUNCHED IN 2004 ...

- **Stores management :**  
Strengthen the link between stores and head office and optimize store organization
- **Offer :**  
Adapt the offer to the store target and to the Monoprix strategy
- **Head Office :**  
Move and reorganize to strengthen the ability to react, control the quality of the information.
- **Communication :**  
Redefine the positioning and come back to the communication arena



# EVOLUTION OF CONSOLIDATED TURNOVER



# SELLING THIS DRESS IS A TEAM WORK

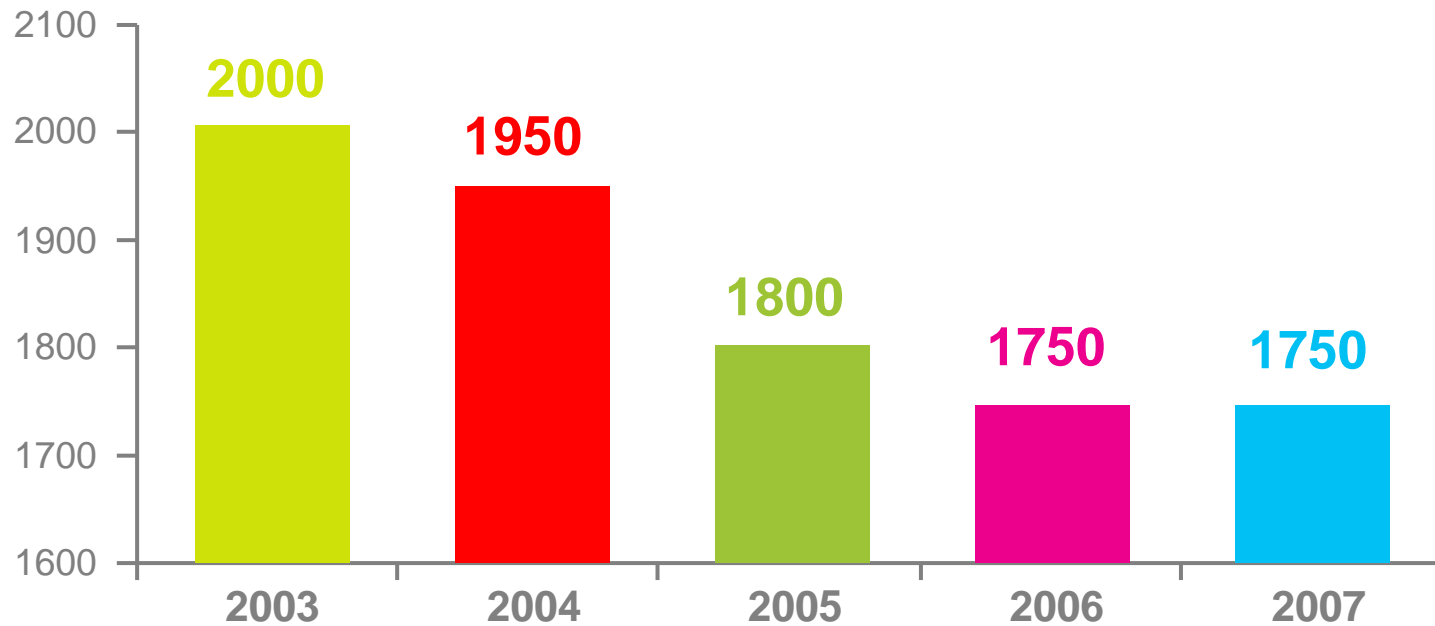


# BUILDING A COLLECTION

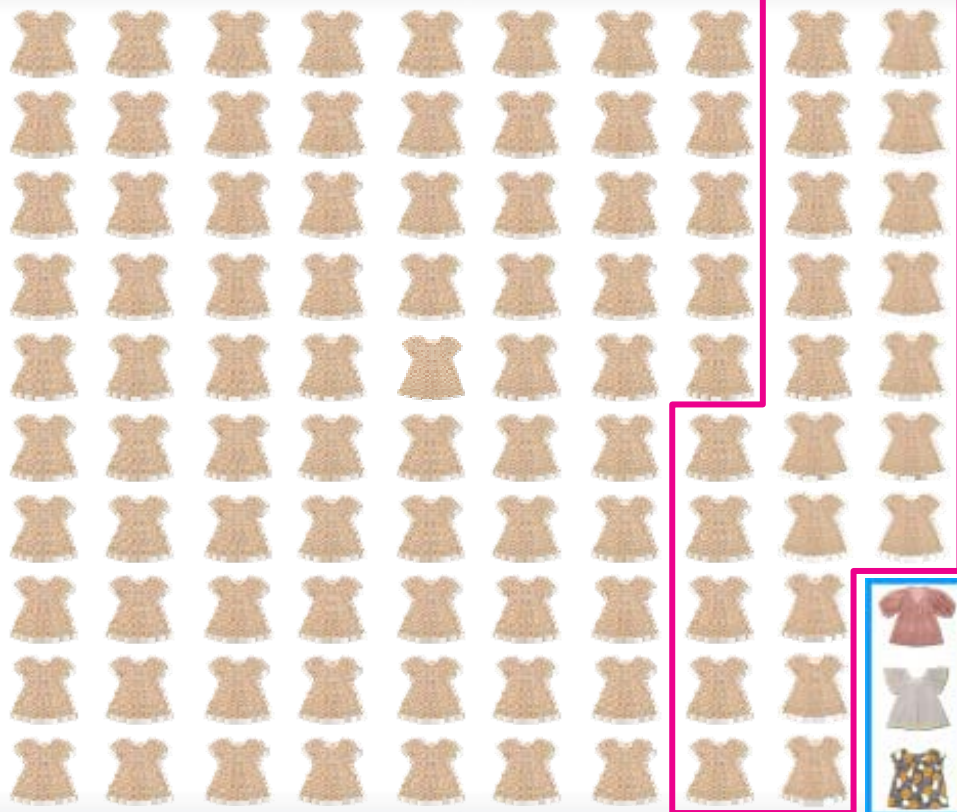


# STRUCTURING > VISIBILITY

Number of models / colours - Woman



# COLLECTION MANAGEMENT



**12%**  
of garments produced  
during the season

**3%**  
of new products

# CREATING PRODUCTS



# POSITIONING > MODERNITY



# EXCLUSIVITY > DIFFERENTIATION



# PURCHASING (SOURCING)



# SOURCING > MARGIN

## Proportion of seasonal sourcing



2003

34%

2007

54%

# DELIVER TO THE STORE



# STRUCTURING DELIVERIES (ARIANE)

## > LEAN RETAILING PROJECT

### Pallets setting-up

BEFORE



mev = Mise En Vente  
ML = Maison/Loisirs  
Parf = Parfumerie

AFTER



# ARIANE > EASIER NEW PROCESS

Storeroom  
**BEFORE**



Storeroom  
**AFTER**



# DISPLAY



# NEW CONCEPT > UP GRADED MERCHANDISING



# WINDOWS > AFFIRMATION





# CUSTOMER ORIENTED



