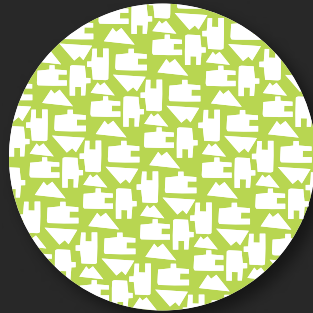
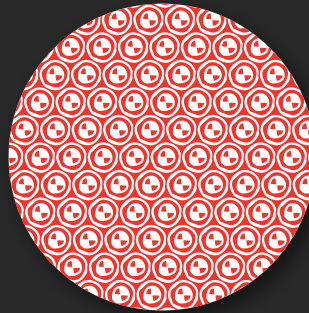


MERCURE  
INTERNATIONAL

# Retail & distribution company



food



sport



fashion

**3** continents

**17** countries

**250** stores

**650M€** in turnover

**5,000** employees

# our history

1994

Devaluation of the CFA franc - acquisition of the Score food chain

2005

Acquisition of the master franchises of Go Sport and Courir

2008

Widening of the brand portfolio to include Guess, Celio, Aldo, Hugo Boss, Soleil Sucré, l'Occitane, Diesel, Levi's and Adidas

2011

Development of City Sport as a franchise in Algeria and Libya

Development of Aldo in France

2014

Search for new territories and new brand-partners

Opening of 80 City Sport shops

1994-2004

2007

All the supermarkets managed by Mercure International come under the Casino brand

1986

Creation of Mercure International and City Sport - 1 employee

Inauguration of 50 fashion stores in 2 years

2008-2010

Opening of a purchasing platform of 3600 sq m in Tunisia

Mercure International has 250 stores worldwide and 5,000 employees

2013

# values

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## passion

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for work and products

## fairness

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between countries and markets

## diversity

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of our people, our markets, our brands

# our organization



- **Mercure international's head office in Monaco with management, logistics and purchasing**
- **Purchasing platform in Tunisia of 3600 sq m**
- **General managers for each country**
- **A commercial, administrative, financial and transit team for each country**
- **Offices and warehouses to supply the stores in each country**



# optimized flows

- A dedicated logistics team
- 2 ultra-modern warehouses :
  - 14,000 m<sup>2</sup> in Europe**
  - 5,000 m<sup>2</sup> in Asia**
- 3,000 containers each year

# respect for the **brands**

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- **Prime locations**
- **Merchandising conforming to graphic charts**
- **A single contact : brand managers**
- **Reinforced communication thanks to advertising campaigns and press relations**



ALDO

celio\*



Reebok



asics

Levi's



BOSS  
HUGO BOSS

L'OCCITANE  
EN PROVENCE







# **purchasing, a profession**

- Products adapted to the targeted markets
- Regular sales analysis
- Constant search for correlation between the selection proposed and consumer requirements
- Inventory management

# three options for the brands

retail stores

wholesale distribution

clearance

# food



- A platform in Rungis (Paris)
- Ultra-fresh products shipped by air
- Shareholder of Prosuma in Ivory Coast, the 28<sup>th</sup> largest group in Africa and the leader in food distribution
- Quality products at affordable prices in the best possible environment



**40**  
supermarkets  
**5**  
countries

## our stores



A world leader in commerce  
Multi-format strategy  
Own brand products  
Responsible and sustainable commitments



Super and hyper markets in Ivory Coast  
Mid-range positioning



Neighbourhood mini-markets  
Franchised shops



Presence in Ivory Coast  
Retail and wholesale distribution  
Small format from 350 to 400 sq m



Stores in Ivory Coast



Store in Ivory Coast



Supermarkets in Ivory Coast  
Low prices





Sea Plaza, Dakar, Senegal



Dakar City, Dakar, Senegal



Abidjan, Ivory Coast

# sport



- Unique partner of all the major brands
- Diversified range of offerings
- Several store concepts :  
City Sport, Adidas, Go Sport  
and Nike



**150**  
stores  
**17**  
countries

## our stores



A young public

The brands' best sport-fashion collections



Generalist brands : Nike, Adidas, Reebok, Puma, Levi's



Specialist brands : Asics, Salomon, Arena, Vans, Dc Shoes

Different sport categories

Possibility to operate as franchises



One of the best sports shoes on the market

A deeply-anchored reputation



Adidas is also a lifestyle, an attitude to clothing to be adopted without moderation



This sportswear manufacturer of Japanese origin owes its reputation to its running shoes



A lifestyle brand

Driven by innovation



A family and sportsman's shop

Targetted areas : Go run, Go foot, Go swim, Miss go and Go man

Competitive prices

The best of international brands

Generalist brands : Nike, Adidas, Reebok, Puma

Specialist brands : Asics, Salomon, Arena, Vans, Dc shoes

Reebok

Born in the United Kingdom, a brand which has won worldwide success





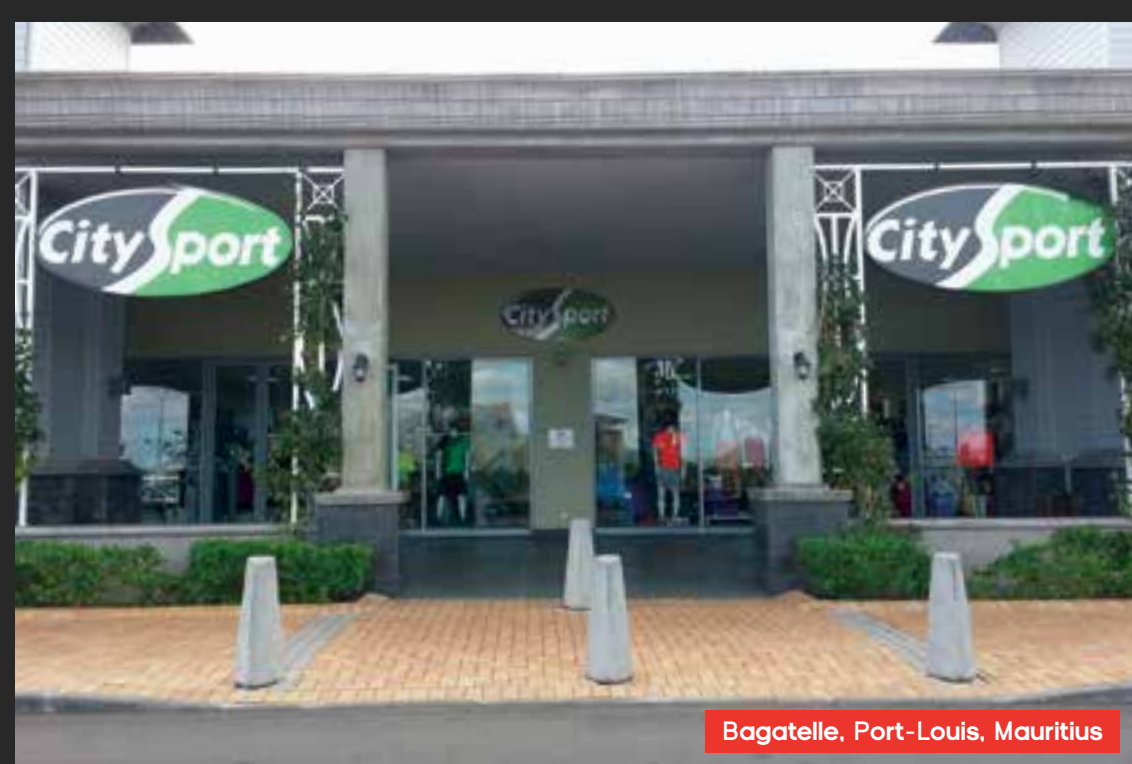












Bagatelle, Port-Louis, Mauritius



Polygone, Montpellier, France



AnfaPlace, Casablanca, Morocco

# fashion



- The most spectacular growth
- The latest trends in real time
- Affordable brands

**50**  
stores

**11**  
countries

## our stores

L'OCCITANE  
EN PROVENCE

Mediterranean know-how  
Natural care products and perfumes  
Beauty and well-being  
Irreproachable quality  
A sales team giving expert advice

celio\*

Strong values : accessibility and generosity  
Fashion exclusively devoted to men



A young, sexy and adventurous life-style  
Textile collections, jeans, shoes, refined, bold and stylish accessories

BOSS  
HUGO BOSS

The symbol of modern and contemporary elegance  
Refined design  
Top quality  
Exclusive manufacturing



Mastery of denim  
Impeccable cut  
Sophisticated stonewashing

ALDO

A unique concept  
Elegant and trendy shoes and accessories  
Style and quality at reasonable prices  
A taste for fashion  
An innate sense of service

Levi's

The undisputed leader for jeans



An international lingerie brand  
Young, sexy, colorful and imaginative inspiration  
Reasonable prices





Rue de Rivoli, Paris, France



Forum des Halles, Paris, France



Rue de Rivoli, Paris, France





Sea Plaza, Dakar, Senegal



Tunis City, Tunis, Tunisia



Sea Plaza, Dakar, Senegal





Sea Plaza, Dakar, Senegal



Sea Plaza, Dakar, Senegal



Sea Plaza, Dakar, Senegal





*Amor Aldo*



# world-map

Mercure International, 3 continents, 17 countries



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