



Retail . Distribution . Real Estate

14 markets

22 brands

250 stores

500M€ in turnover

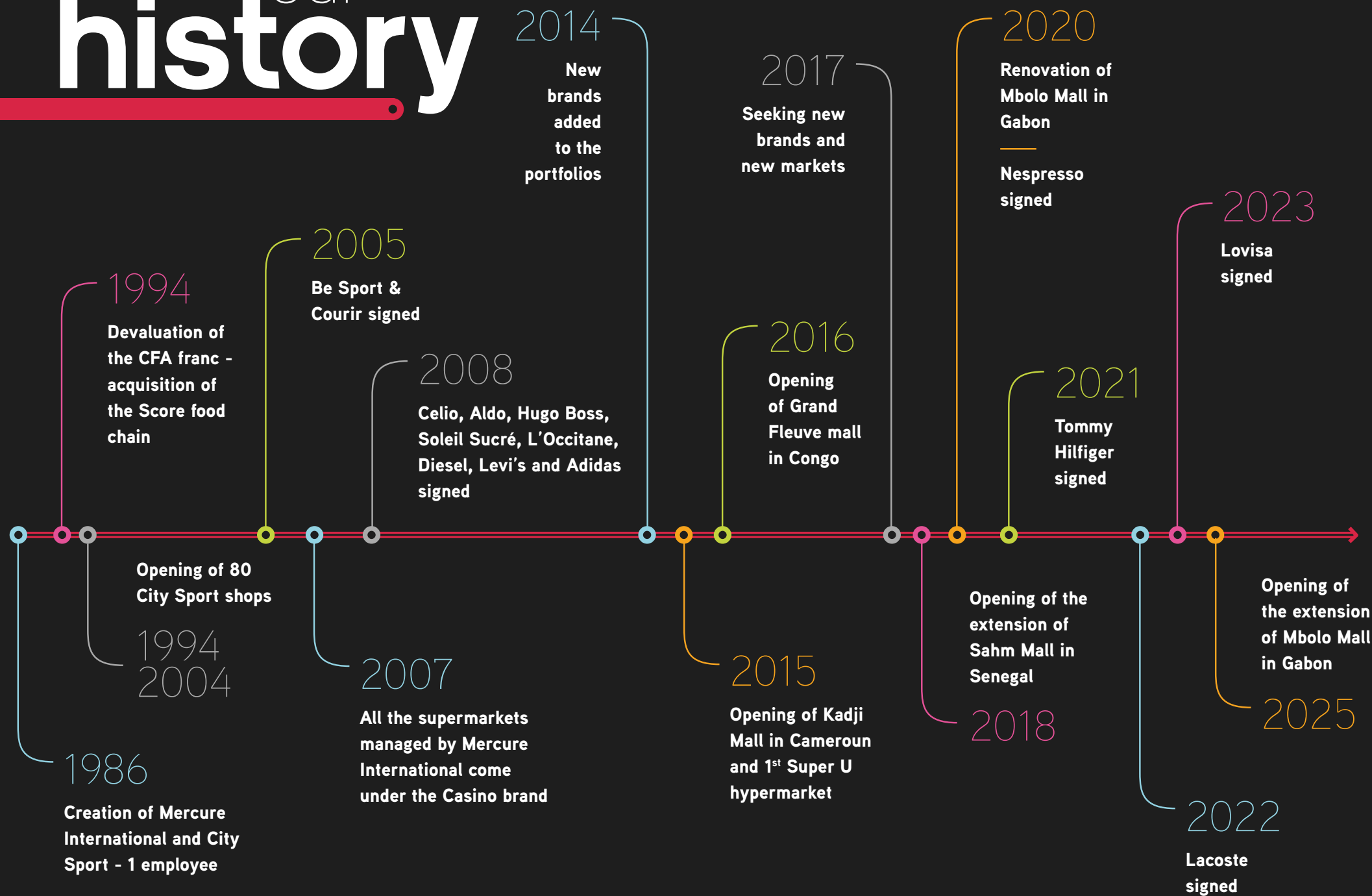
3 business units

8 shopping malls

4,000 employees

80,000 SQM
of owned trading area

our history



our values



passion 
for work and products

fairness 
between markets

diversity 
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
- 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:
10,000sqm in Europe
10,000sqm in Asia
- 3,000 containers each year

respect for the **brands**

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

our brands





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

30
supermarkets
4
markets

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

our stores



One of the leader in the french supermarket business



A world leader in commerce

Multi-format strategy

Own brand products

Responsible and sustainable commitments



Sea Plaza, Senegal



Dakar City, Senegal



Super U Ntougou, Yaoundé

sport

100
stores

14
markets

- Unique partner of all the major brands
- Diversified range of offerings
- Several store concepts

our stores



One of the best sports shoes on the market

A deeply-anchored reputation



The brands' best sport-fashion collections

Major Brands : Nike, Adidas, Puma, Under Armour, New Balance, Levi's

Fashion Brands : Lacoste, Calvin Klein, Tommy Hilfiger, Boss

Franchising Opportunities



Sneaker addict



Targeted areas: Running, Football, Swimming, Fitness

The best of international brands

Generalist brands: Nike, Adidas, Under Armour, Puma, New Balance

Specialist brands: Hoka, Bullpadel, Brooks, Arena, Salomon, ProForm, NordicTrack



Performance on all levels

90% of apparel and accessories to contain at least 50% more sustainable sourced materials



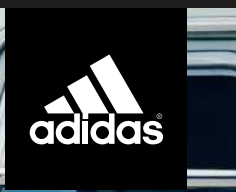


Polygone Montpellier, France



Duparc Sainte-Marie, Reunion Island

WORLD
CUP



Adidas, Advertising campaign



Sahm, Senegal



Anfa Place, Morocco



Polygone Montpellier, France

fashion

100
stores

14
markets

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

our stores

ALDO

A unique concept
Elegant and trendy shoes and accessories
Style and quality at reasonable prices



Accessory Brand

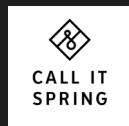
BOSS

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



Fashion for all – men, women, babies, children, teens and pregnant women

The whole family will be able to find their own style in our stores



Shoes and accessories for all occasions
A fresh look, an elegant design and sophisticated details



The undisputed leader for jeans



One of the world's leading designer lifestyle brands, internationally recognized for celebrating the essence of classic American cool style, featuring preppy with a twist designs

celio*

Strong values: accessibility and generosity
Fashion exclusively devoted to men



Over 80 years of living life as a beautiful sport





Disney x ALDO



©Disney



Sea Plaza, Senegal



Morocco Mall, Morocco



Boss, Advertising campaign

celio*



Celio, Advertising campaign



Sahm, Senegal



Sea Plaza, Senegal

other brands

- Sustainable trade
- Well being
- Culture & media

20

stores

4

markets

our stores



The best sports and fashion brands at increasingly affordable prices



Mediterranean know-how

Natural care products and perfumes

Beauty and well-being

Irreproachable quality

A sales team giving expert advice



European leader in the retail of entertainment and leisure products, consumer electronics and domestic appliances



The leader in coffee capsules, machines and coffee accessories



A playground in the colors of Africa



Local affordable

Food concept





Sahm, Senegal



Sahm, Senegal



Sahm, Senegal



Sahm, Senegal



Grand Fleuve, Congo



Sahm, Senegal



world-map

Mercure International, 22 brands, 14 markets



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