



PRESS RELEASE

CFAO ANNOUNCES THE APPOINTMENT OF FRANCK ROUQUET TO ITS EXECUTIVE COMMITTEE AS CHIEF EXECUTIVE OFFICER OF THE CFAO CONSUMER DIVISION

Boulogne Billancourt, July 18, 2024 – The CFAO Group today announces the appointment of Franck Rouquet as Chief Executive Officer of the CFAO Consumer division and member of the Group's Executive Committee (Comex). Franck Rouquet succeeds Jean-Christophe Brindeau in heading up the Group's Carrefour and Supeco stores, PlaYce shopping centers and MIPA and Icrafton production sites.

Franck Rouquet brings with him a wealth of experience in the retail sector, acquired over his 30-year career. A graduate of Holborn European Business School (London) and holder of an Executive Management Master's degree from HEC Paris in Qatar, Franck Rouquet began his career in 1993 with the Auchan Group, where he held various positions, including Project Manager, Marketing and Purchasing Manager, Regional Manager and Network Director of Simply supermarkets. In 2009, he joined Majid Al Futtaim (MAF), Carrefour's partner in the Middle East, as Vice President of Carrefour Market in Dubai.

In August 2023, Franck Rouquet joined CFAO as Managing Director of the CFAO Consumer subsidiary in Cote d'Ivoire, where he draws on his rich and diverse experience in the retail sector.

Commenting on his appointment, Franck Rouquet said: *“One year after joining the Group, I am delighted to be taking over the management of the CFAO Consumer division. Managing activities in our three countries from Cote d'Ivoire will enable us to be as close as possible to our partners and the realities on the ground. This proximity is essential if we are to respond effectively to the needs of consumers and our markets, and seize the opportunities that arise.”*

This appointment is in line with CFAO Consumer's strategy of participating in the development of modern food distribution in West Africa, while strengthening its local roots in Cote d'Ivoire, Cameroon and Senegal.

About CFAO Group

With a revenue of over €8.3 billion, access to 45 of the 54 countries on the continent and more than 23,100 employees, the CFAO Group contributes to the growth of the African continent, its industrialization, and the emergence of the middle class, drawing on its in-depth field knowledge and local expertise.

The Group partners with leading international brands and covers the entire value chain – import, production, distribution – in line with the best international standards.

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www.cfaogroup.com

Press contact

35°Nord press agency

Romain GRANDJEAN

rg@35nord.com

+33 (0)6 73 47 53 99