Press release
Boulogne-Billancourt, 26 November 2018

Carrefour bolsters its presence in Africa by selling Carrefour-branded products on the Jumia e-commerce website

The Carrefour group is delighted to announce the signing of a Partnership between two of its international partners – Majid Al Futtaim (MAF) and CFAO Retail – with Jumia, Africa's leading e-commerce company.
This Partnership will allow them to sell their product ranges through the Jumia Marketplace in four African countries: Cameroon, Ivory Coast, Senegal and Kenya.

Thanks to this new Partnership, Carrefour is bolstering its presence in Africa – a continent which is seeing extremely fast growth in e-commerce.

The Carrefour Group operates in Africa via franchises in seven countries with local partners in 227 stores.

- The Majid Al Futtaim group is one of Carrefour's major longstanding partners and operates 250 stores in the middle-East and in Africa, including six in Kenya.

- The CFAO Retail group, which operates in Francophone Africa, is one of Carrefour's more recent Partners. It has three stores in Ivory Coast, one in Cameroon, and another scheduled to open in Senegal in the first quarter of 2019.

About the Carrefour Group
With a multi-format network of some 12,000 stores in more than 30 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour welcomes 105 million customers throughout the world and recorded revenue of €88.24 billion in 2017. It has more than 380,000 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.
For more information, visit www.carrefour.com, or find us on Twitter (@GroupeCarrefour) and LinkedIn (Carrefour).

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