

Press release

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PLESIO and the *Coopérateurs de Normandie-Picardie* take a decisive step in building a partnership under the Casino brand

PLESIO and the *Coopérateurs de Normandie-Picardie* announce that they have entered into exclusive negotiations to define the terms of the transfer of the cooperative's nine stores, located in the Rouen, Évreux and Amiens region. These stores would operate under the Casino brand.

The brand change is expected to occur during the first quarter of 2027.

A consumer cooperative rooted in its territory

A historic player in the Social and Solidarity Economy since 1919, the *Coopérateurs de Normandie-Picardie* operate nine stores ranging from 450 to 1,600 m², with an annual revenue of approximately €50 million (VAT excluded). The cooperative maintains a close relationship with its customers and members. It gives significant importance to local products and good food.

A shared ambition for convenience retail

By selecting the Casino brand, the *Coopérateurs de Normandie-Picardie* are relying on a recognised brand and the resources of a national group to give new momentum to their stores. Their customers will benefit from Casino brand's product range, the brand's services and a renewed commercial concept, while retaining the cooperative identity and local roots.

For PLESIO, this partnership is part of the Renouveau 2030 strategic plan, which places convenience at the heart of its development. It strengthens the Group presence in Normandy and confirms the attractiveness of the Casino brand to independent partners.

Completion of the transaction, planned for the first quarter of 2027, remains subject to the satisfaction of certain conditions precedent, as well as the negotiation and signing of the contractual documentation between the parties.

Magali Daubinet-Salen, CEO of the Casino, Spar and Vival brands, said: “The strength of Casino brand lies in combining our expertise and reputation among French consumers with the know-how of a group committed to supporting its retailers. With the *Coopérateurs de Normandie-Picardie*, we share the same conviction: a store must be useful to its customers and contribute to the vitality of its territory. This project illustrates our ambition to develop the Casino brand with partners who share our vision of modern, high-performing and locally rooted convenience retail.”

Ralph Binginot, President of the *Coopérateurs de Normandie-Picardie*, added: “Creating links at the heart of our territories, between generations and cultures, is the fundamental objective of the Social and Solidarity Economy. The convenience supermarket is an essential player in this cohesion. That is why the *Coopérateurs de Normandie-Picardie* are proud to rely on Casino’s excellence and ambition in convenience retail, in order to fulfil our mission ever better.”

ABOUT PLESIO

Plesio is France leading convenience retail network, with nearly 25,000 employees, c.6,500 stores and €12.5 billion in business volume in 2025. With a history spanning more than 125 years, the Group brings together seven brands: Monoprix, Casino, Spar, Vival, Cdiscount, Franprix and Naturalia. It is growing across three key markets: daily food shopping, quick meal solutions and new everyday services, with one mission: to serve customers well, in store and online, by adapting its offering to people's lifestyles and the needs of each local community.

ABOUT CASINO

Casino is the historic brand of Plesio group. Deeply rooted in city centres, it reflects the evolution of consumer expectations, with an enriched offer particularly suited to an urban clientele. It places strong emphasis on snacking and own-brand products. These associated services and extended formats meet the needs of city dwellers: proximity and pleasure. In an “épicerie” (grocery) spirit, our retailers are committed to offering a pleasant experience to their customers, with warm, human-scale retail. The network comprises around 550 stores in France, with an average surface area of between 150 and 400 m².

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