



PRESS RELEASE

CFAO CONSUMER RETAIL CONTINUES ITS DEVELOPMENT PLAN AND INAUGURATES A NEW CARREFOUR MARKET SUPERMARKET IN LOGPOM

Douala, March 29, 2023 - CFAO Consumer Retail inaugurates a new Carrefour store during a ceremony which took place in the presence of Sirs Luc Magloire MBARGA ATANGANA, Minister of Trade, Samuel Dieudonné IVAHA DIBOUA, Governor, Polycarpe BANLOG, President of the Littoral Region, Benjamin MBOUTOU, Prefect, Roger MBASSA DINE, Mayor of Douala, Anuafor ASONGWE Cletus, Sub-prefect of Douala 5th, Richard MFEUNGWANG Mayor of Douala 5th and Philippe MARCILLON, CFAO Consumer Retail Cameroon's MD.

Located in the north of the Cameroonian economic capital, in the Logpom district the 5th arrondissement of Douala, this supermarket under Carrefour market brand was built on a 2 000 m² field. The construction which lasted nearly 9 months was carried out by Cameroonian companies.

Carrefour market Logpom offers on a 750 m² sales area as well as 30 car park for a comfortable shopping experience that meets international norms and standards.

Philippe MARCILLON, the Managing Director of CFAO Consumer Retail Cameroon explains « *I am happy to open this Carrefour market Logpom supermarket. This is the sixth store of our Carrefour network in the country and the fourth in Douala. You will find the ingredients that make up the DNA of our network in Cameroon, I mean, a wide range of quality fresh products, numerous local products and of course, exclusive Carrefour brand products. While this supermarket allows us to complete our network of the city of Douala, its also allows us to strengthen our relationship with the 400 Cameroonian partners with whom CFAO Consumer Retail has built solid relationships since its arrival in 2017!* »

With this fourth Carrefour market supermarket of Douala, CFAO Consumer Retail reinforce its positions and answers to the growing population that wishes to have acces to a modern offer at the best price and is concerned with traceability and hygiene standards to guarantee its food safety.

Also demanding and committed in the local economy, she wants to give meaning to the purchases made. Carrefour market Logpom responds to this demand and offers an exclusive offer of Carrefour brand products such as the Simpl brand at very affordable prices, fresh products and more than 1 500 « made in Cameroon » references.

With the 60 jobs created by the opening of the Carrefour market Logpom, nearly 1,400 training hours have been delivered to the team.

Alice Florence KUEKAM, HR of CFAO Consumer Retail Cameroon explains « *According to our human resources policy this opening was an opportunity to promote ten of our employees coming from stores already opened in the country at management positions. We are very proud to see them grow. It is clearly the result of our HR policy « Act for people » which consists of giving everyone the opportunity to develop professionally. And since working in modern trade is a very specific job, store manager Michel-Eric Bian Ngolong joined us eighteen months ago to follow a specific training program before getting this position. It is therefore a very professional team that will bring this supermarket to life and welcome our customers on a daily basis.* »

CFAO Consumer Retail Cameroon has now nearly **1,000 employees**. It has 3 shopping malls (Bonamoussadi, Ekié and PlaYce) to its credit and deploys the **Carrefour** brand through 1 hypermarket and 1 supermarket in Yaounde and 4 supermarkets in Douala, 1 economical **Supeco** supermarket in Douala, and a brand Club in Yaounde with 3 shops: **Lacoste, Jules and La Grande Récré**.

About CFAO Consumer Retail

With a revenue €6.9 billion, access to 47 of the 54 countries on the continent and almost 21,000 employees, the CFAO Group, Corporation For Africa & Overseas, 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.

With Africa For Africa

With CFAO Consumer Retail and in order to meet the new of African consumers, the Group is deploying its strategy in various food distribution formats, and also shopping center and a Club of brands. In partnership with Carrefour, CFAO Consumer Retail distributes a wide range of products of international brands or from local suppliers with guaranteed traceability and at a competitive price. Even more accessible, the Supeco economical supermarket brand offers an alternative to private and professional consumers with retail or wholesale prices. The go-to-market distribution activity of CFAO Consumer Retail is also developing through its own shopping centers organized around a supermarket, a restaurants area and a shopping mall. CFAO Consumer Retail has also built partnerships with international brands in the clothing, beauty and toy sectors.

<https://www.cfaogroup.com/fr/consumer/cfao-retail/>

<https://www.linkedin.com/company/cfaoretail/>

En savoir plus sur nos activités au Cameroun

<https://www.carrefour.cm/>

<https://www.facebook.com/CarrefourCameroun/>

<https://www.instagram.com/carrefourcameroun/?hl=fr>

<https://www.playce-yaounde.cm/>

<https://www.facebook.com/PlaYceYaounde>

https://www.instagram.com/playce_cameroun/

<https://www.playce-yaounde.cm/boutiques/jules/>

<https://www.playce-yaounde.cm/boutiques/lacoste/>

<https://www.playce-yaounde.cm/boutiques/la-grande-recre/> <https://www.facebook.com/LaGrandeRecreCM>

<https://www.supeco.net/>

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