

**FNAC DARTY**



# **Value retention services in electronic retailing**

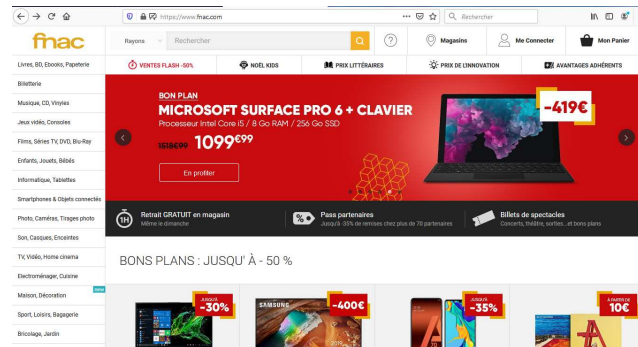
Benjamin Perret

# European leader in *omni-channel* retail

Our mission : “Engagés pour un choix éclairé”



780 stores



E-Commerce



Repair network

# Fnac Darty's commitment to product durability

1968

CREATION OF  
DARTY AFTER-SALES  
SERVICES

SINCE 1972

**Labofnac**  
Tests, actu et comparatifs high-tech

compares the characteristics and  
performance of technical products  
1 038 tests on 492 products in 2018

SINCE 1973

**DARTY** le Contrat  
de Confiance

**+50** million

operations processed  
since **2005**

**2,5** million

operations processed in  
**2018**

**2,000**

dedicated repair  
employees



**1<sup>st</sup> REPAIRER IN FRANCE**

A **UNIQUE** ASSET THAN CAN BE **LEVERAGED**

# Continuing commitment to product durability

2018

PUBLICATION OF  
THE 1<sup>ST</sup> AFTER-SALES  
BAROMETER BY  
BRAND

LAUNCH OF  
SAV.DARTY.COM,  
the 1<sup>ST</sup> support community  
platform for Darty users

ACQUISITION OF

**WeFix**

2019

LAUNCH OF  
“LE CHOIX DURABLE  
PAR DARTY”



Label allowing consumers to easily  
identify the most sustainable  
products in their category



- + Fitting with clients' needs regarding products durability
- + A new securing indicator beyond brands awareness
- + Fnac Darty, the only retailer able to provide transparent and neutral advises thanks to a label based on qualified data

# Darty Max : our innovation for product durability

A MONTHLY SUBSCRIPTION PROGRAM DEDICATED  
TO REPAIR AND ASSISTANCE  
ON LARGE DOMESTIC APPLIANCES



# Durability = competitive opportunity

1

Increase market share  
and customer loyalty

2

Develop alternative and  
circular business models

# Our insights on public policies

Production



**Earth resources intensive**



Value retention



**Labor intensive**