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PRESS RELEASE

Thanks to Banque Accord, Auchan is the first European operator to issue a co-branded banking card in China

Thanks to its subsidiary **Banque Accord**, **Auchan** Hypermarkets will launch on January 30th the distribution in its 16 stores of the Auchan Red Bird Card, **a co-branded credit card and reward program**. The card is issued by Shenzhen Development Bank, and focuses on providing its customers with even lower bargain prices and accumulated cash discounts in Auchan, together with a payment capacity in China and worldwide.

Auchan and Banque Accord are the 1st European operator -and represent the 2nd international hypermarket group- issuing co-branded cards in China at a national scale.

The Auchan Red Bird Card will also offer cardholders the possibility to better plan their cash and manage their expenses and revenues through differed payments of their buying over 6 months, 12 months or longer periods.

This card, issued by Shenzhen Development Bank with the support of the most modern data processing technology from GE Money, will be available for customer to apply in Auchan stores, from bank staff dedicated to this project. To ensure that the card benefits Auchan customers and coordinate the in-store discount and reward policy, **Banque Accord** has created a chinese affiliate, Accord Business Consulting (Shanghai) Cy Ltd.

In doing so, Auchan Group and Banque Accord want to cooperate with Shenzhen Development Bank to apply to the financial service distribution in Asia its core policy of

*“Making more (financial) products available
to the largest number of people at more affordable prices”.*

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ABOUT AUCHAN GROUP AND AUCHAN HYPERMARKETS CHINA

Created in France in 1961, Auchan is the 10th world's retail group. Auchan is now established in 11 countries across the world with a workforce of 175,000. It is organised, beside Auchan Hypermarkets, in three other divisions: Supermarkets (Atac), Commercial Real Estate (Immochan) and Consumer Finance (Banque Accord SA).

The Auchan Group is active in Greater China through the Auchan brand and various partnerships. Under its own brand, it directly operates 16 hypermarkets in continental China with the most successful hypermarket store concept among all international competitors in China, both in terms of number of customer per store and turnover per store. It is followed in its interest for China by several other arms of the group including Banque Accord SA, Auchan Trading and other retail brands belonging to the same French shareholders. The Auchan project is founded on entrepreneurial spirit, customer satisfaction and empowering both its own teams and its customers. It targets at improving the daily life of the communities in which it is active, by offering more and more products at affordable prices to more and more customers.

ABOUT BANQUE ACCORD SA AND ACCORD BUSINESS CONSULTING

Banque Accord SA is a French banking group focussing on consumer finance and credit cards through retail distribution channels. It also provides payment settlement services to the retail industry and internet banking credit card services. Accord Business Consulting is a business unit of Banque Accord dedicated to providing consulting services to the retail industry as regard financial services in its store. Its goal in China is to promote an internationally successful business model: using the mass retail channel to distribute financial services while defining the financial services to support the stores success and the needs of stores customers. The Bank adapts the rules of success in Mass Distribution to financial services and optimizes costs for redistribution to its clients.

Banque Accord relies on a close relationship with 4,7 million clients in Europe. The sum of purchases paid with cards managed by Banque Accord is in excess of 6 billion Euros. Banque Accord employs 1200 individuals established in 9 countries (France, Poland, Italy, Spain, Portugal, Hungaria, Romania, Russia and China).

Press Contacts :

Banque Accord
Viviane Olivo/Mylène Plateaux
Phone : (33) 3 28 38 59 26 / (33) 3 28 38 56 75
volivo@banque-accord.com
mplateaux@banque-accord.com