

Press release - November 11, 2019

Johannes Tholey will be appointed Managing Director of Auchan Retail Russia

Established in Russia since 2002, Auchan Retail Russia today sees its business model challenged by increased competition, in a context of plummeting household consumption since the 2014 crisis. Faced with this difficult situation of a sharp decline in sales, the company must make it a priority for 2019-2020 to get its results back on track. At the same time, it has to respond to the massive change in Russian consumers who, beyond low prices and promotions, are increasingly looking for a more qualitative, diversified and local offer that better answers their new food, economic and ecological expectations.

To give a fresh boost to Auchan Retail's activities in Russia and accelerate the recovery initiated in 2018, Edgard Bonte, President of Auchan Retail, has decided to appoint Johannes Tholey as Managing Director of Auchan Retail Russia.

He will succeed François Rémy, who had headed up Auchan Retail Russia since July 2017.

On the occasion of this appointment, Edgard Bonte declared: "I thank François Rémy for initiating the transformation of Auchan Retail Russia over the past 2 years. Under his leadership, our Russian subsidiary, a strategic subsidiary for our Group, has begun to evolve towards a model more in line with the expectations of Russian consumers. We now have to go further and faster in this direction. I congratulate Johannes Tholey as he takes up his new functions. His knowledge of food retail in Russia and his recognized business experience will be important assets for Auchan Retail Russia in the years to come."

Biography of Johannes Tholey

Aged 57 and a German national, Johannes Tholey has been working in the Russian retail market for 17 years. After various experiences in Germany in non-food retail for the Bauhaus and Globus groups, between 2004 and 2016 he contributed to the strong growth of the Globus hypermarket chain in Russia. He held various positions in the Group (Development, Human Resources, IT, etc.) before taking over as Managing Director for 7 years (2009-2016). Since then, he has alternated his food retail consultant functions for players in the Russian market with a commercial management position and has also been a member of the board of the Russian retailer X5.

About Auchan Retail Russia

Auchan Retail Russia is the Russian subsidiary of Auchan Retail. Present in Russia since 2002, Auchan Retail Russia comprises four formats: hypermarkets, superstores, supermarkets and convenience stores. The company employs 39,000 people. Auchan Retail Russia is one of the leading retailers in Russia. In 2018, the company was honored by IPLS for "Best Private Label Product of the Year" and "Best Private Label Products in the Middle Segment". In April 2017, the company received four awards at the Private Label International Brand Fair, including "The Best Private Label Products in the Economy Segment". In 2016, as part of the Golden Mercury competition of the Chamber of Commerce and Industry of the Russian Federation, Auchan Retail Russia was recognized as the "Best Foreign Company Operating on the Russian market". In 2015, 2016, 2017 and 2018, Auchan Retail Russia was named "the 1st foreign company in Russia" by Forbes magazine. The company has also been recognized three times as "Best Retail Employer in Russia". In 2012, 2014, 2016, 2017 and 2018, Auchan Retail Russia was recognized as "Brand No. 1" in Russia in the "Hypermarket chain" category based on the results of the nationwide vote "Narodnaya Marka".

About Auchan Retail

Present in 15 countries, Auchan Retail encompasses all food trade formats (hypermarkets, superstores, supermarkets, convenience stores, drive outlets and e-commerce) with 2,405 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a phygital shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Next-generation retailers, campaigners for good, healthy and local products, Auchan Retail's employees work responsibly with customers, farmers and suppliers so that everyone can improve their quality of life by eating better. www.auchan-retail.com

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