

Press release – 29 August 2024

Guillaume DARRASSE has been appointed Chief Executive Officer of Auchan Retail

Previously Deputy Chief Executive Officer, Guillaume DARRASSE has been appointed Chief Executive Officer of Auchan Retail. He succeeds Yves CLAUDE in this position, who remains Chairman.

Guillaume DARRASSE, who remains Chairman of Auchan Retail France, will be responsible for accelerating the implementation of the 6 priorities previously defined for Auchan Retail:

- Strengthening in strategic markets (in particular through consolidation operations in France, Spain and Portugal),
- Repositioning on prices,
- Adapting the hypermarket model,
- Optimising the product offering,
- Developing a franchise business,
- Improving operational efficiency.

This organization, which will take effect in a few days, does not change Auchan's priorities decided 18 months ago. On the contrary, it aims to strengthen their rapid implementation.

« By re-forming a CEO and Chairman duo at the head of Auchan Retail, we are returning to a traditional organization at the AFM (Association familiale Mulliez). It will allow us to both ensure the deployment of the Vision 2032 set by the company and accelerate the implementation of its strategic priorities over the coming months, » said Yves CLAUDE, who also emphasized Guillaume DARRASSE's direct responsibilities at Auchan Retail France.

This appointment was approved by the new Board, composed of Thibaut Bayart, Bertrand Boré, Fabien Derville, Antoine Grolin, Clara Lorinquer and Serge Papin.

Guillaume DARRASSE, 61, is a graduate of the Institut National Agronomique. He worked successively for the Pomona group, where he held various positions in fruit and vegetable production, purchasing and sales, then for the Leclerc group as head of food imports, before setting up and managing the Lucie central purchasing unit, shared by the Leclerc and Système U groups. After a spell as a project manager in the Casino Group, he joined the Système U Group as Deputy Chief Executive Officer. In 2018, he was appointed Chief Executive Officer of InVivo Retail. In 2022, he became deputy CEO of Teract before joining Auchan in April 2024.

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