

AUCHAN RETAIL LAUNCHES THE CAMPAIGNERS FOR GOOD, HEALTHY AND LOCAL PRODUCTS MOVEMENT

Last March, Auchan Retail unveiled its vision: *Auchan changes lives!* But changing lives is not something that can be achieved by decree or which can be imposed. Auchan Retail decided therefore that it needed to give new meaning to its retailing business. This involves federating its stakeholders around a vast movement entitled: “Campaigners for good, healthy and local products”.

Initiated simultaneously in 14 countries, this movement takes the form of action and commitments by Auchan Retail for the benefit of its customers, employees, society in general and the planet as a whole.

This health and well being initiative was launched on 25 April 2017. Looking resolutely to the long-term, every month it will be enhanced through new achievements co-developed with the Auchan Retail ecosystem. Auchan Retail has already made commitments.

1. For its customers, Auchan Retail is reviewing its entire offering and sharing its tips for a healthier life

To help its customers adopt a healthier lifestyle, Auchan Retail has pledged to review its entire own-brand offering. With help from expert groups comprising independent scientists in each country, every product will be analysed for its nutritional performance and, where Auchan products are concerned, will be reformulated if necessary. In parallel, educational tools to help simplify and clarify the decision process for consumers will be rolled out.

▶ **Creation of expert groups**

In its 12 historical countries, Auchan Retail is setting up expert groups comprising independent scientists. Nutritionists, cancer specialists, allergy specialists, toxicologists and sociologists will share their expertise with Auchan Retail's teams, issue recommendations, approve decisions adopted and improve the composition of Auchan products.

▶ **The *La vie en bleu* app, an embedded health coach**

This summer, Auchan Retail will launch its health coach app which will automatically analyse customers' checkout receipts to give them a clearer picture of their nutrition profile, suggest healthier products, and give advice on achieving a more balanced lifestyle. Jointly developed with French start-ups, this app, a first in the food domain, has been in pilot phase in France, Hungary, Spain and Taiwan for several months. It will be rolled out to all Auchan Retail countries from July 2017.

2. For its employees, Auchan Retail aims to become a benchmark for well-being in the workplace

As the world's 35th largest employer, Auchan has always put its employees at the centre of its plans, based on the conviction that its 345,396 employees are its greatest wealth. It is not surprising therefore that they have been assigned a central position in the "Campaigners for good, healthy and local products" movement as beneficiaries naturally but also as active contributors. With them and for them, Auchan Retail is deploying novel and responsible initiatives that include training and health monitoring.

- ▶ **Quizz, Auchan Retail's well-being MOOC**

Have you a question about an ingredient? Do you need some health advice? In tandem with a European start-up, Auchan Retail has developed an educational and fun platform that is teeming with recommendations, tips and practical information to help you take better care of yourself and your family. After 3 months in development, the test version of *Quizz* was rolled out in Luxembourg and Hungary. It will be launched in Auchan's countries starting from June 2017.

In parallel, training in nutrition was provided to Auchan Retail's employees. The goal: to provide everyone with simple easy-to-implement nutrition guidelines and give staff themselves the means to become campaigners for good, healthy and local products.

- ▶ **Health for all**

Helping employees to look after their health is also a factor in the supervision of their well-being. From 2017, Auchan Retail will offer all employees around the world, from the age of 40 onwards, a free health check every 3 years.

Several initiatives tailored for each country will also be implemented. These will include, for example, financing for health insurance, canteens providing access to a balanced diet, zero-rate loans for health expenses not reimbursed by mutual insurance companies, warm-up exercises for warehouse staff, health days with participation by doctors, dieticians, sports coaches, etc.

3. For the company, local sponsorship for good, healthy and local products also pledged by our foundations

Co-developed with all of the company's stakeholders, the "Campaigners for good, healthy and local products" movement is naturally supported by Auchan Retail-backed foundations such as the Auchan Youth Foundation coordinated by the hypermarket staff, the *Le goût du Partage* foundation coordinated by the employees of the French supermarkets, and Weave our Future which is led by the purchasing teams. The company will use this support to galvanise initiatives promoting not just good nutrition but also improved health for everyone.

- ▶ **The Auchan Youth Foundation and *Le goût du partage* combining their strengths**

Established in France in 1996, the *Auchan Youth Foundation* operates in 13 countries, led by hypermarket staff working together on community projects for young people. Echoing the vision unveiled by Auchan Retail, it has redirected its efforts towards community initiatives to promote healthy eating between the ages of 5 and 25. In this way it will complete the general public initiatives coordinated by the supermarket staff in France via the *Le goût du partage* foundation.

- ▶ **€3.5 million pledged in favour of 200,000 workers in Auchan's countries of supply**

The Weave our Future foundation has been in operation since 2014, working under the aegis of the *Fondation de France* to improve the living conditions of workers in countries in which Auchan sources its supplies. Working on the ground in collaboration with recognised NGOs and local business leaders, it has pledged since its creation nearly €3.5 million in four countries, Bangladesh, Cambodia, Myanmar and Vietnam to the benefit of nearly 200,000 workers. For example, alongside the international solidarity association SIPAR it co-finances an innovative project involving the creation of resource centre libraries within 18 factories in Phnom Penh and Kandal in Cambodia. These centres offer educational activities, media and books on food, hygiene and health. In Bangladesh, it finances an exclusive training programme for medical personnel (nurses, health support staff, etc.) within 100 factories. It is also working with NGOs testing two health coverage projects for 70,000 textile sector workers and their families.

4. Aiming to rank among the top 3 food retailers that are most committed to respecting the planet

In all countries in which it operates, Auchan Retail's activities necessarily cause an impact on the lives of millions of customers that visit its stores and websites on a daily basis. Everywhere it operates, the company strives to limit its footprint and favour production that is respectful of humans and the planet.

- ▶ **Palm oil, GMO and pesticides, Auchan Retail is committed**

In 2012, Auchan Retail decided to substitute palm oil in its products whenever possible. To date, it has reworked half of the products concerned. By the end of 2018, 100% of Auchan's products will either contain no palm oil or reasonable levels of palm oil.

Concerning GMO, all current own-brand consumer products, from entry level goods to premium goods, are free from GMOs, with the exception of one product in Asia which is currently under study.

In France, this process has been extended to include specific meat and fish sectors that guarantee GMO-free animal feed. Like it did with GMO, Auchan Retail is now concentrating on reducing the level of pesticides on the plates of its customers around the globe.

▶ **100 new responsible sources a year**

A pioneer in the creation of sustainable partnerships in agriculture, Auchan Retail is stepping up its activities in this area. At present, it draws on responsible supply channels in each of its historical countries. Thanks to the “Campaigners for good, healthy and local products” movement 100 new sources will now be created every year around the world. In France, new channels will be established in 2017 covering strawberries, courgettes, crab, chicken and organic bread. The process will be stepped up in countries in which these activities are already in operation (France, Italy, Spain, etc.). It will also be established by Auchan Retail in countries in which it is not currently practised by any economic player. These channels will be developed in partnership with local agricultural sectors. In Russia, for example, pork and beef production sources were set up at the beginning of the year with producers in the region of Tambov.

“*Consumers and employees are increasingly attentive to their well-being and quality of life. It is in response to these aspirations that Auchan Retail launched the movement “Campaigners for good, healthy and local products”, co-developed with our ecosystem”. Together we will enable 8 billion inhabitants on our planet to live better, every day between now and 2025”*

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Wilhelm Hubner
General Manager of Auchan Retail

About Auchan Retail France

Operating in 17 countries, Auchan Retail's banners are present in all food retail formats with 3,715 points of sale: hypermarkets, supermarkets and convenience stores, alongside online shopping and Drive outlets in certain countries. To build a successful and modern business model, Auchan Retail ensures that its customers are always a core concern, through discount prices, the choice and diversity of its offering, quality of service, tailoring to local markets and factoring in of multi-channel shopping trends. The world's 35th largest employer, Auchan Retail employs a headcount of 345,365. <http://www.groupe-auchan.com/>

Press contacts

Auchan Retail

Marie Vanoye
mvanoye@auchan.com - +33 (0)3 20 81 68 52

Presse & Cie

Véronique Rétaux
vretaux@presse-cie.com - +33 (0)6 30 07 93 35