

## **E-Square welcomes new member in France**

Brussels / Paris, 23<sup>rd</sup> December 2020 - E-Square e.e.i.g, the international retail group is delighted to announce the addition of GIGA France.

During the summer of this year Mobilux, the owner of the E-Square member BUT, purchased Conforama France.

GIGA France has been created and appointed on an exclusive basis by the companies BUT and Conforama to manage and agree terms and conditions for the coming 2021 business negotiations at a national level for both companies.

With over €4bn euro in revenues across furniture, consumer electronics and other household goods, the GIGA France retail brands Conforama & BUT, provide an excellent shopping experience via their 472 retail stores. In addition, the group's online platforms deliver almost €500m euros of sales making GIGA one of the leading players online and offline in the French market.

“We are excited to welcome GIGA France to our Group,” states Paul Tyson, Managing Director of E-Square. “The additional scale Conforama adds to our existing business in France consolidates our already-strong position in the French market and we look forward to working with the GIGA team to further enhance our collaboration with our European supplier partners.”

Flavien Dhellemmes, GM of GIGA France adds: “We are delighted that we continue our successful relationship with E-Square and we look forward to working closely with our partners locally and internationally to fully realise the opportunities the new business platforms and scale can provide.”

The partnership between E-Square and GIGA France is effective from 1 January 2021

For contacts and further information:

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