



FNAC VIE DIGITALE: A NEW SERVICE TO SUPPORT CUSTOMERS IN USING DIGITAL TECHNOLOGY



Paris — September 7, 2023 — Fnac is launching “Fnac Vie Digitale,” a service that aims to support consumers in everything they need for daily life in the digital world.

Support for life in the digital world is an important topic. The role of digital within households is growing (online shopping, viewing and listening to digital content, social media and more, often using several screens), innovation is developing rapidly (with ChatGPT taking traction, new social networks bursting onto the scene and so on), and the threats associated with this are evolving too (email hacking, viruses, harassment, identity theft, etc.).

To give consumers peace of mind, Fnac Vie Digitale brings together all the tools and services required for everyone in the family to thrive in the digital world, regardless of the devices they use. This new commitment-free service is based on four pillars:

- **device protection:** antivirus software, VPNs and password managers;
- **user protection:** banking protection, identity protection, parental control and anti-phishing solutions;
- **user advice:** subscribers can make an appointment at any time for a remote discussion with certified experts from Labo Fnac, who can answer any questions about digital life (help choosing a new computer, connecting a smart speaker or a printer, etc.), meaning that the Fnac offering includes the expertise of its advisors;
- **Fnac+ program benefits:** free shipping to Fnac and Darty stores, discounts across many segments, access to exclusive offers, and more.

Fnac Vie Digitale is a commitment-free monthly or annual subscription, combining technology, expertise and innovation.

PRESS CONTACT

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FNAC DARTY

About Fnac Darty:

Operating in 12 countries, Fnac Darty is a European leader in the sale of entertainment products, retail consumer electronics and domestic appliances. The Group, which has more than 25,000 employees, had a multi-format network of 987 stores at the end of December 2022, and is ranked as a major e-commerce player in France (close to 24 million unique visitors per month on average) with its three merchant sites, [fnac.com](https://www.fnac.com), [darty.com](https://www.darty.com) and [natureetdecouvertes.com](https://www.natureetdecouvertes.com). A leading omnichannel player, Fnac Darty's revenue was close to €8 billion in 2022, approximately 22% of which was realized online. For more information, please visit: <https://www.fnacdarty.com/en/>



“This new service offering aims to support our customers in their daily use of digital technology and marks a new stage in the transformation of Fnac Darty’s business model. We aim to offer innovative services to simplify our customers’ daily lives. This transformation began at the end of 2019 with the launch of the

Darty Max unlimited repair subscription service, which aims to help our customers consume more sustainably and less wastefully by extending the life span of their household products. It is now accelerating with the launch of the Fnac Vie Digitale service, which helps guide customers through a complex and evolving digital ecosystem. The goal is for our experts to offer them comprehensive, straightforward support,” said Vincent Gufflet, Director of Services and Operations at Fnac Darty.

There are three Fnac Vie Digitale options:

- **Fnac Vie Digitale, at €9.99/month or €99/year**
Users benefit from device protection, user protection, Labo Fnac expert advice and the advantages of the Fnac+ program.
- **Fnac Vie Digitale 365 Personal, at €15.99/month or €159/year**
In addition to the benefits of the classic option, users gain access to Microsoft 365 Personal.
- **Fnac Vie Digitale 365 Family, at €17.99/month or €179/year**
In addition to the benefits of the classic option, users gain access to Microsoft 365 Family, which allows up to six users to enjoy the Office suite.

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