

Fnac Darty reaches 1 million Darty Max subscribers

Ivry-sur-Seine, September 7, 2023 — **At the end of 2019, Fnac Darty became the first company of its kind to offer a unique subscription-based service providing unlimited maintenance and repair to significantly extend the life span of domestic appliances. Less than four years later, thanks to a pioneering vision and unparalleled expertise in repairs, Fnac Darty is celebrating its millionth Darty Max subscriber.**

Darty Max embodies the Group's ambition to commit to more sustainable and responsible consumption.

With the conviction that a circular economy is virtuous and creates both jobs and value, the Group continues to strengthen its commitment to extending the life span of its products.

Darty Max covers **more than 12 million products**, whose life span is extended by the expertise of **2,500 Fnac Darty technicians**. By having their products repaired, Darty Max subscribers are adopting new, more thoughtful consumption habits and are helping to reduce the impact of consumption on the environment. Repairs reduce the CO₂ emissions associated with purchasing a new product (mining for metals, manufacturing and transportation)¹ and reduce EEE waste, which causes soil pollution.

To support the development of Darty Max and the increase in the number of repairs within the Group (**2.3 million products repaired in 2022**), the Group is accelerating its recruitment and training of repair technicians: **nearly 530 have been recruited** since the start of January 2020, and this trajectory is expected to continue in the coming years. In

¹The entire life cycle of a product represents 90% of the Group's carbon footprint.

FNAC DARTY



center) as a supplement to its Tech Academies, which were launched in 2019.

Fnac Darty: The customer's daily ally

With the strategic plan *Everyday*, launched in 2021, the Group is demonstrating its desire to be, on a daily basis and in the long term, a lifelong partner who supports and advises its customers at each stage of their projects, in a sustainable way.

To do this, Fnac Darty aspires to become the leader in daily assistance solutions, and to hold a unique place in the home, through a subscription-based service like Darty Max. Since its launch, the Group has been working continuously to improve this service by expanding the product categories covered, offering product maintenance video calls with a Darty after-sales service technician, and providing subscribers with exclusive access to promotions.

"Launching an unlimited repair subscription service was a real gamble. Confident in this innovative model, Fnac Darty stated its goal of reaching 2 million Darty Max subscribers by 2025 back in 2021. Today, we are really proud to have reached the 1 million subscribers milestone because it confirms that there is demand for this service. To achieve our goal, the Group will continue to expand its acquisition channels and external partnerships, and retain its subscribers through the quality of its service," explained **Vincent Gufflet, Director of Services and Operations at Fnac Darty.**

PRESS CONTACT

Alexandra Rédin — alexandra.redin@fnacdarty.com — +33 (0)6 66 26 05 18

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, darty.com and 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/>

FNAC DARTY

