

2020 - 2021

# GiFi GROUP PRESENTATION

The brand with Genius ideas!

home

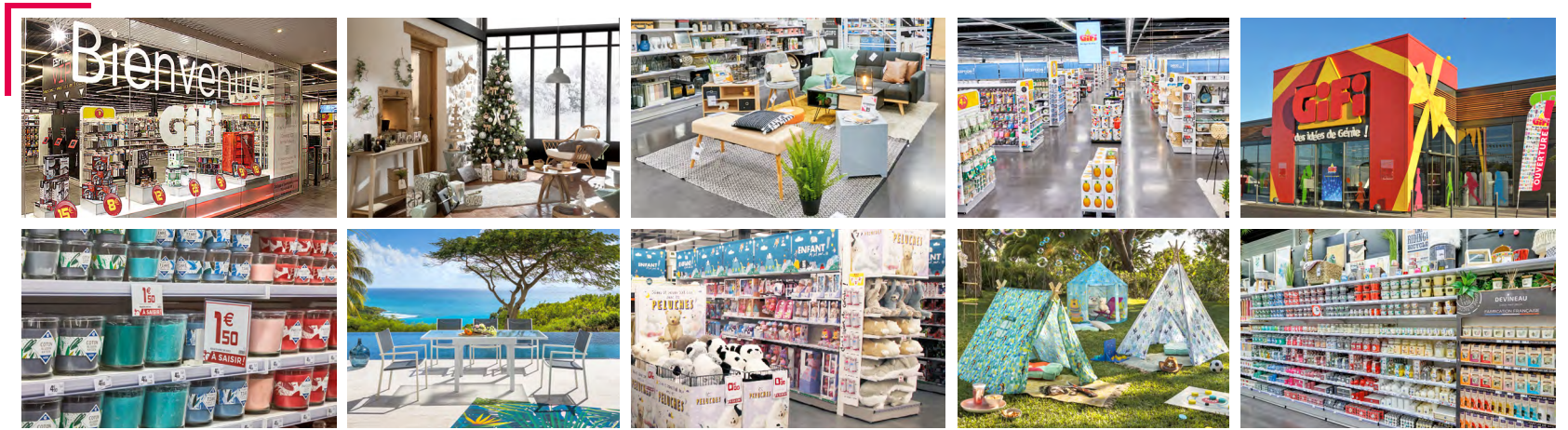
decoration

gifts

leisure



*GiFi is specialized in well-priced goods  
for the family and the home!*



**GiFi**

founded on: 18/09/1981

by: Philippe Ginestet

in: Villeneuve-sur-Lot,  
(47 - Lot-et-Garonne) FRANCE



A Group that continuously grows



**546** stores



**6,000** collaborators



**€1.4 billion** turnover including taxes



86% of items sold for under €10  
23,000 average in-store references,  
regularly renewed

*Data of the financial period ended on 30/09/2020*



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## A FRENCH FAMILY BUSINESS



## The Smart Discount Pioneer!

### A French brand with an international reach

GiFi is a family business directed by French shareholders living in France.

The company's headquarters remain in Villeneuve-sur-Lot, in the Lot-et-Garonne department, since its foundation in 1981.



**Alexandre Ginestet & Philippe Ginestet**  
Managing Director    Chairman and Founder

### French market leader

"The success of the GiFi concept and its authenticity allow us to consolidate our leadership position on the French market. Today, we are designing the future of our family Group and investing in the long term.

Since 2016 we have been making important strategic choices; we will be pursuing our expansion with ambitious goals: to reach 1,000 stores by 2027 and to build a huge family of 10,000 collaborators. This ambition is not just financially driven: it is above all a truly human ambition."

**Philippe Ginestet**

"Our Group is doing well, we are opening new stores every year while remaining rooted in Villeneuve-sur-Lot, the cradle of our brand. We work every day, alongside our collaborators, to perpetuate GiFi's DNA by innovating, to satisfy our client base. Our responsiveness allows us to maintain our commercial momentum despite the current economic scenario.

Our ambition is to build an internationally-minded network of stores under a multi-brand model, with several distribution channels."

**Alexandre Ginestet**



A Group that constantly evolves to satisfy its clients.



### DID YOU KNOW?

The brand name GiFi comes from the 1<sup>st</sup> syllable of its founder's surname and name:

Ginestet Philippe

# GiFi, A STORY OF ACHIEVEMENT

## From discount sales to Genius ideas!

GiFi, a strong identity  
and an exceptional track record!

From our 1<sup>st</sup> store to our 500<sup>th</sup>  
The story of a passion



From "Vrai Soldeur" ●●●  
(True Discount Store)



●●● to "idées de Génie!"  
(Genius Ideas!)

**1981: 1<sup>st</sup> point of sale "GiFi le Vrai Soldeur" (True Discount Store) in Villeneuve-sur-Lot**

**1986:** from the discount concept to the first prize concept

**1988:** creation of the purchasing centre and start of intermediary-free procurement

**1993:** new visual identity and launch of the "GiFi, Genius ideas!" slogan

**1998:** opening of the 100<sup>th</sup> GiFi store

**2002:** 1<sup>st</sup> stores abroad and in overseas departments and territories

**2003:** 200 stores limit reached

**2007:** creation of the GiFi Asia Ltd subsidiary in Hong Kong, buying and sourcing centre in Asia

**2008:** inauguration of the 300<sup>th</sup> store

**2013:** 400 store-threshold surpassed

**2014: billion euro turnover figure reached**

**2015:** the family brand has 5,000 collaborators

**2016:** GiFi enters Belgian Group TRAFIC's share capital

**2019:** 500<sup>th</sup> store goal exceeded

**2020: openings in Switzerland, Algeria and Mauritius**

"The adventure continues... beyond our borders!"



GiFi's concept has experienced ongoing success since it was created.

Conceived by its founder Philippe Ginestet, the concept has been refined over time, but the founding "Genius ideas" based on four fundamental pillars are still relevant today:

- pleasurable shopping
- attractive prices with good value for money
- large choice and significant quantities on offer
- originality and continuous renewal of the offer



### DID YOU KNOW?

GiFi was the precursor of **intermediary-free procurement!** The brand's founding concept is pursued through a search for the best products at the best prices.

## In one word, FIERTÉ (PRIDE)



“Our culture is the asset we share”  
We all wear our GiFi shirt with pride: “United, we are unrivalled!”

Proud of our roots,  
Proud of the road travelled,  
Proud of our ambition.

**F** for **FIDELITY**: at GiFi, we aim to create a lasting relationship. Fidelity is expressed on a daily basis through human relations based on loyalty, trust, tolerance and continuity.

**I** for **IDEA**: at GiFi, everyone expresses their own ideas and can develop them freely. All ideas contribute to the company’s success and allow everyone to seize opportunities to evolve.

**E** for **EVOLUTION**: at GiFi, we encourage internal promotion! Everyone has the possibility to evolve thanks to a personalized accompaniment and adapted training.

**R** for **RECOGNITION**: at GiFi, everyone is known and recognized for their investment and engagement, and has their ideas listened to. Every personal or group initiative is valued.

**T** for **TRANSMISSION**: at GiFi, passing on know-how and soft skills is cross-cutting and reciprocal. It ensures, overall, the Group’s continuity, its bedrock of values and its leadership.

**E** for **ENTHUSIASM**: at GiFi, we express our state of mind daily in the form of joy, desire and optimism. Our enthusiasm expresses our pride in bearing the GiFi name.



### IN THE WORDS OF BRIGITTE GINESTET, DIRECTOR OF CULTURE

“A culture only makes sense when it is experienced and brings teams together: the strength of a culture protects against upheavals, it is a unique force that allows us to overcome obstacles regardless of what they may be.

Our culture is carried forward by the power of love that has shaped our Group for the last 39 years. This power, inspired by Philippe Ginestet, energizes us all. It connects us to each other, even when we have been forced into lockdown. Having been deprived in 2020 of our meetings, our seminars, and all of the magical moments that we are so fond of, we have never been so close in our hearts.

“Distribution has a heart”, a motto that has guided our actions down the years, has once more proven that our culture will always make the difference. The family spirit we are proud of ensures everyone at GiFi is considered for who they truly are.

The pride that our culture embodies is what drives our performance, both individually and collectively. Our “Genius Ideas” make our customers’ hearts beat, thanks to the sum of all GiFi’s Talents who make our company truly unique as, since its foundation, it has never ceased to evolve, while remaining true to itself.”



### DID YOU KNOW?

GiFi was a pioneer in 2018, by becoming one of the first French businesses to create the position of Director of Culture, as a Member of the Board of Directors.

## WHAT DOES GiFi DO?

# An amazing well-priced offer for the whole family!

Inter-generational brand

**GiFi has something for every family member.  
The brand accompanies its clients:**

- » through their day-to-day: with useful, practical, handy items;
- » throughout the whole of the year: Halloween, Christmas, holidays, back-to-school...
- » and during landmark events in their lives: birthdays, weddings and celebrations of all sorts.



## Pleasure shopping signed by GiFi



### LOW PRICES

Low prices all year round for our customers' **satisfaction**.



### TRUE GENIUS IDEAS

Handy products to make our clients' **lives easier**.



### NOVELTIES

A regular renewal of our offer **to surprise** our clients.



### GOOD DEALS

A VIP programme **to reward** loyal customers, with exclusive offers every week.



**39 years**  
of experience at  
the service of our  
customers

Everything for the home,  
Everything for the family,  
**An offer that meets  
everyone's expectations!**

**An abundant renewed offer  
at bargain prices**

€5: average price of an item







### DID YOU KNOW?

GiFi fashions its own trending designs to respond to its customers' desires. The originality of our products is what generates the preference for our brand!

**ORIGINALITY**

# A permanent offer renewal dynamic

A customer journey arranged around **5 sale spaces**, for a shopping experience focused on well-being, friendliness and pleasure.

				
<p><b>GOOD DEALS</b></p> <ul style="list-style-type: none"> <li>• What's new this week?</li> </ul> <p><b>LOW PRICES</b></p> <ul style="list-style-type: none"> <li>• Everything under €3!</li> </ul>	<p><b>SEASONAL</b></p> <ul style="list-style-type: none"> <li>• Halloween</li> <li>• All Saints Day</li> <li>• Christmas Decorations</li> <li>• Carnival</li> <li>• Garden</li> <li>• Outdoor furniture</li> <li>• The Great Outdoors</li> </ul>	<p><b>DECORATION</b></p> <ul style="list-style-type: none"> <li>• Furniture</li> <li>• Decor</li> <li>• Interior furnishings</li> <li>• Candles / Lighting</li> <li>• Photo Frames</li> <li>• Linens...</li> </ul>	<p><b>LIVING ROOMS</b></p> <ul style="list-style-type: none"> <li>• Entrances</li> <li>• Tables / Kitchens</li> <li>• Bedrooms</li> <li>• Laundry rooms</li> <li>• Storage</li> <li>• Wardrobe</li> <li>• Bathroom</li> </ul>	<p><b>LEISURE</b></p> <ul style="list-style-type: none"> <li>• Pets</li> <li>• Studio</li> <li>• Wellness</li> <li>• Beauty</li> <li>• Fun and connected</li> <li>• Children</li> </ul>



**Innovative products for every budget**

Mobilisation of European and Asian sourcing teams to find items that live up to GiFi's hallmark: "Genius ideas".



**Attractive prices with no intermediaries**

Thanks to an integrated purchasing centre. Large purchase volumes and an optimized flow of goods allow GiFi to suggest products at affordable prices.



**A quality commitment**

A quality control in France and in Asia thanks to GiFi's subsidiary in Hong Kong, where a team of experts work, each specialised in their own field.



**A large choice of thousands of products, with new arrivals every week**

Thanks to a diversified product strategy and heavy seasonality of the goods at the heart of GiFi's commercial dynamic.

A unique offer that inspires discovery  
&  
A price positioning at the heart of the GiFi concept



**DID YOU KNOW?**

GiFi benefits from a veritable **integrated publicity agency**, which creates its own catalogues and its collections, with a team of stylists and designers.

## THE SMART DISCOUNT

## The friendliness of sales spaces

The smart discount is distinct from the hard discount.

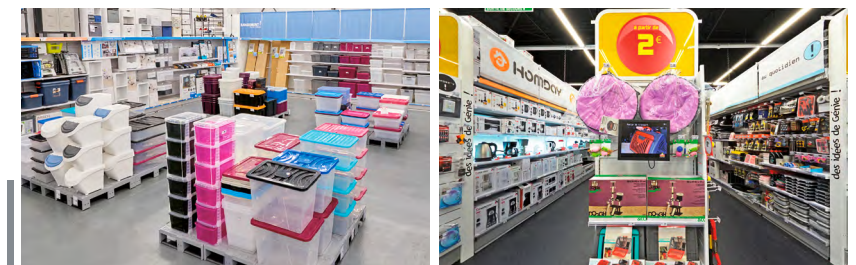
**When fair prices ensure quality, in a pleasant environment, for customers' enjoyment.**

- » A **style office**, dedicated to in-house collections, sets us apart from the competition, with trendy and designer products.
- » Our **careful merchandising** encourages impulse buys with best picks for low-priced products.
- » GiFi is a **key player** in the Christmas decoration and Outdoor segments and stands out for its Halloween and All Saints offer.

### GiFi through the seasons



To enter a GiFi store is to embark on a unique experience, which combines good sensations with good prices.



The brand is known for its **permanent ranges and its seasonal collections** which scatter surprises throughout the year.



### DID YOU KNOW?

GiFi's headquarters have a **show room** where it is possible to work on all of the merchandising plans for every store type, right up to the very largest!



# An exclusive digital relations strategy



Customer satisfaction and the in-store experience are top priorities for GiFi.

Thanks to a programme of continuous listening and improvement of the customer relationship, GiFi puts everything into action to satisfy its customers.

## A VIP fidelity programme rewards the most loyal customers

by offering them exclusive rebates of up to -70% on thousands of products regularly renewed throughout the year!

## A quality commitment in response to the advertised promise

GiFi has just launched the "Verified reviews" project: clients notice the products! An overall score of 4.3/5 was obtained. The results are analysed with each buyer.

### GiFi has received 2 consecutive e-trader of the year awards in the decor category



The Institut Qualimétrie organised a customer survey across 224,000 votes. The assessment was based on 10 criteria:

- » Site navigation
- » Delivery
- » Customer relations
- » Product returns
- » Shopping assistance
- » Choice of products
- » Quality of products
- » Value for money
- » Promotion and special offers
- » Loyalty



### New: the store's whole offer in 1 click

gifi.fr becomes the store's on-line window.

The digital world allows GiFi to reinforce its closeness to its customers.

### 88% of voters declared that they found the stores and the web site to be complementary



### DID YOU KNOW?

GiFi's offer is so large, that a complement of the broader ranges is proposed via **interactive terminals** and through the commercial web site, with the new **Click & Collect** service.

**COMMITMENT**

## WHERE IS GiFi ESTABLISHED?

*As near as possible to our customers!*

The GiFi store concept:

**A rich assortment and friendly sales spaces**

Constant renovation of the store pool

**For a more comfortable shopping experience**

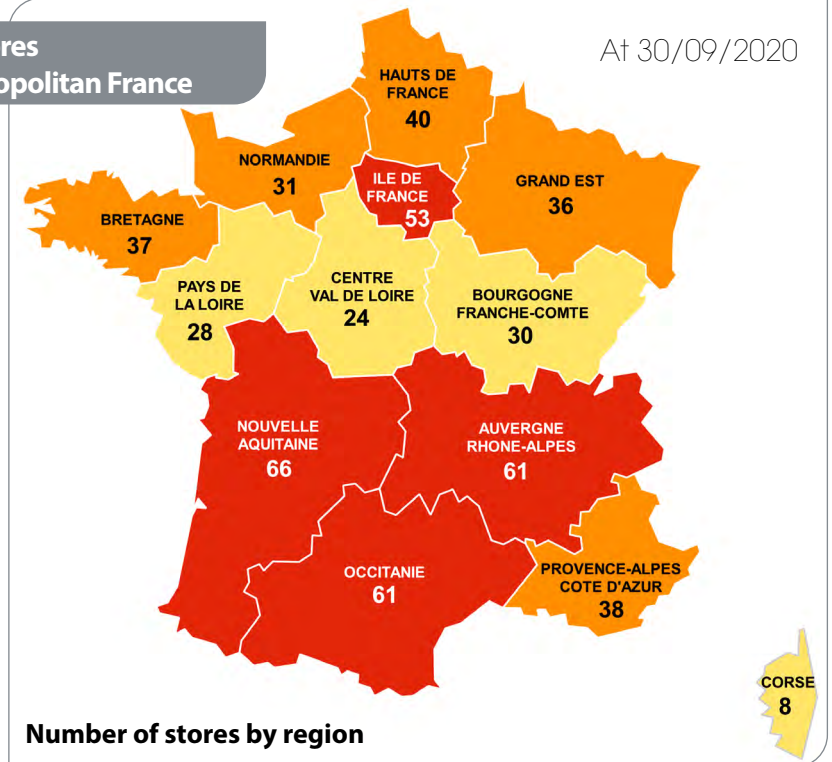
GiFi's strategy is to be as close as possible to its customers across the country, to give them all access to the diversity of GiFi's offer.

The brand continues over the years to expand its **geographical grid** so that everyone can treat themselves affordably to whatever they need and enjoy!

GiFi has similarly pursued its **conquest of city centres**, accelerated by the conversion of TATI urban stores into GiFi brand stores: the Group has converted 49 TATI points of sale to its own stores, of which 18 are in city locations.

513 stores  
in Metropolitan France

At 30/09/2020



Number of stores by region

### NETWORK UPDATES

In the financial period ending on 30/09/2020,

**GiFi opened 27 stores:**

- » 19 in France and 8 abroad, of which:
- » 1 in Spain, 4 in Switzerland, 1 in Algeria and 2 in Mauritius

**GiFi has also converted/enlarged 8 stores:**

- » 7 in France and 1 Overseas (in Guyana)



### DID YOU KNOW?

GiFi stores are **mostly held in ownership**, for complete control of the brand and are supplied from its purchasing centre, which also forms part of the chain!

## EXPANSION PROSPECTS

## Genius ideas abroad!



Living space stores

**GiFi is a “pleasure brand” that has never ceased to surprise its clients! Especially abroad.**

Good prices for home, decor and leisure products, the staples of GiFi’s success, are more and more appealing. With its fashionable and original products placed at the forefront in its welcoming stores, **GiFi sets out to conquer the world!**

GiFi adapts to each country’s specificity,

**while maintaining its DNA, the key to its achievement.**

GiFi’s world conquest has only just started. As we are speaking, growth is accelerating notably **in Switzerland**, with the opening of 3 points of sale in the current period, after the 4 stores already opened in the country. In the light of this success, GiFi continues its expansion.

The brand aims to develop ranges in Switzerland with local producers, to enhance the value of local products. This approach reflects the company’s ambition to become established in Switzerland for the long term.

New stores will open in existing territories and **new countries** are already under study to accelerate growth.

**546 stores worldwide at 30/09/2020**

**466 chain stores and 80 brand concessions**

### METROPOLITAN FRANCE

**513 stores**

452 chain stores  
61 brand concessions

### EUROPE

**14 chain stores**

10 in Spain  
4 in Switzerland

### OVERSEAS

**15 concession stores**

6 in Guadeloupe, 3 in Martinique,  
2 in New Caledonia,  
3 in Réunion Island, 1 in Guyana

### AFRICA

**4 concession stores**

1 in Ivory Coast  
1 in Algeria  
2 in Mauritius



### DID YOU KNOW?

GiFi was born in Villeneuve in France and implanted its 1<sup>st</sup> store in **Villeneuve in Switzerland** to start writing the 1<sup>st</sup> page of its history in the country!

home

decoration

gifts

leisure

**GiFi** des idées de Génie !

11

ADAPTATION

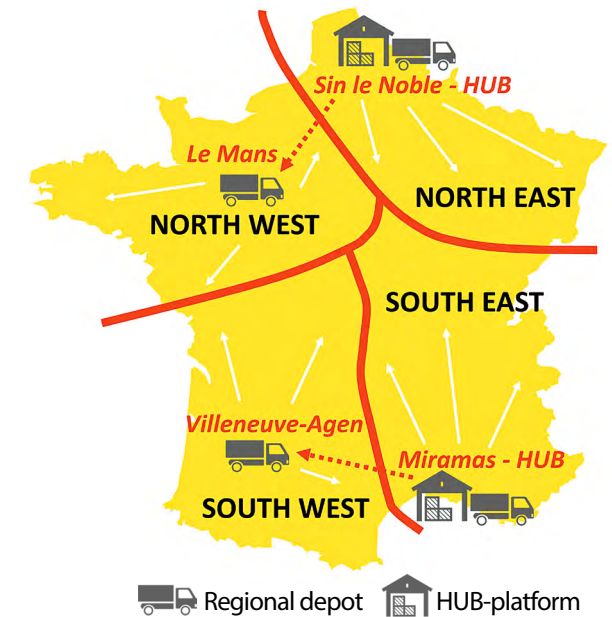
## Investing for the future!

To meet its ambitions, GiFi invests in key areas to ensure:

- » logistics suited to the size of the Group;
- » a powerful information system to respond to its omnichannel growth and development strategy.

### Objective: customer satisfaction

Customers lie at the start and end of the product chain, at the heart of all the concerns of GiFi's teams, from sourcing agent to shop attendant.



### Optimize the supply chain: to reduce costs and delays!

Since September 2020, GiFi has initiated a **process of warehouse regionalisation**, which will be fully operational from mid-January 2021 onwards with:

- » 4 geographical zones defined for an associated group of stores;
- » The stores will receive deliveries from the associated regional warehouse only, irrespective of logistics flows (restocking or push flow);
- » The Miramas and Sin le Noble warehouses will act as the HUB-platform for products on permanent offer for the regional warehouses of Villeneuve-sur-Lot and Le Mans respectively.

**This investment offers an improved rate of service to stores, while at the same time optimizing logistics and transport costs.**

### En route to omnichannel!

GiFi has implemented a **large transformation programme of its information systems** called **Millénium** to:

- » Ensure the essential agility required to accomplish its ambitious national and international growth objectives;
- » Anticipate and support increased flows for operational efficiency, with optimized integrated processes;
- » Carry its roles and organization into the digital age.



### DID YOU KNOW?

GiFi holds the **Authorised Economic Operator (OEA)** customs status, which allows for a swifter processing of the flow of goods from the moment containers are received.



## Reinventing ourselves all the time, while maintaining our DNA

GiFi consolidates its leadership and innovates constantly to grow, while remaining a responsible and committed employer.

The creativity and diversity of GiFi's offer is able to meet the expectations of every generation. Wherever GiFi is deployed, its priority is to constitute local sales teams that know their customers. Advice and customer care go hand in hand with the wealth of products.

### The keys of GiFi's success

- » **An efficient** hugely-responsive organization;
- » **A relevant positioning** with a very diversified offer;
- » **39 years of experience and know-how** with the recognition of a historical player on the French market;
- » **A solid corporate culture** with committed teams who are passionate about sales and customers;
- » **The ability to grow in difficult economic circumstances** with a huge capacity for renewal;
- » **A winning concept that passes its tests**, with a differential and always pioneering positioning.



### The brand has known how to renew its fundamentals permanently

"For the last 39 years we have never ceased to renew ourselves, we have known how to maintain our positioning, to surprise our family customers, across generations and now cultures, thanks to the richness of our offer at affordable prices and to our talents!" **Philippe Ginestet**

"Our teams strive every day to find new products that are both useful and attractive; innovative and different ideas offering the best value for money. Our philosophy is the enjoyment of providing enjoyment!" **Alexandre Ginestet**



### DID YOU KNOW?

GiFi has become a **reference employer** in France, thanks to a culture that is founded on trust, boldness, respect and the unwavering desire to see everyone succeed.

## Strong growth prospects

**2027 OBJECTIVE:**  
**1,000 stores**  
**10,000 collaborators**



### **GiFi pursues its growth with respect for financial equilibrium.**

GiFi's strong commercial dynamic and financial base allow it to focus on promising investments for the future of the Group.

To accelerate its growth, GiFi is heavily interested in opportunities for partnerships and acquisitions, in France or abroad, in the image of its operational partnership with Belgian Group TRAFIC.

### **GiFi's commitments: the basics**



To develop new know-how to continue to astound its customers;



To reinforce the digital strategy for the satisfaction of its connected customers;



To pursue expansion of the store pool to develop the bond of proximity to its customers;



To maintain an efficient and direct sourcing with the factories to guarantee the best value for money for clients, with an abundant choice and regular novelties.

The Group is providing itself with the means to fulfil its ambitious growth strategy

**Leading brand** in its business sector on the French market, GiFi consolidates its position.

**A financially solid family Group** for strong growth prospects.

**Committed teams** driven by the ambition to become an essential player in Europe, with several distribution channels.

**Opportunities** for growth in France and abroad;

**Alignment** with partners with complementary know-how;

**Investments** to reinforce current industrial assets.

**New challenges for a promising future!**



### **DID YOU KNOW?**

Through its subsidiaries and participations, GiFi's Holding Group GPG has a distribution network of more than **800 stores** and **totals 9,000 collaborators**.



**GPG**

founded on: 28/04/1993

by: Philippe Ginestet

in: Villeneuve-sur-Lot,  
(47 - Lot-et-Garonne) FRANCE

A durable independent enterprise

**The Philippe Ginestet Group (GPG) has known uninterrupted growth since its creation.**

The renown of GiFi's distribution subsidiary and expertise of its real-estate division across French territory as a developer, investor and manager, lead GPG to diversity through participations in:

- » digital activities: Mobsuccess, Reachy, Gerwin, Jour et Nuit (Wancom);
- » procurement activities: Laboratoires Maurice Mességué, Groupe SB.SR;
- » other activities: Château Le Stelsia, The Bureau co-working spaces, Casinos.

**The Philippe Ginestet Group holds 3 complementary business divisions**

**Distribution**

**More than 800 stores** make up the distribution network, comprising **9,000 collaborators**.

**Besson**  
- chaussures -



Genius ideas meet smart purchases to develop **multiple synergies!**

**Real Estate**

**More than 1 million m<sup>2</sup>** between stores, warehouses and offices.  
**More than 600 commercial leases**, of which close to 50% signed with the GiFi Group.



**Diversification**

Investment as a **majority shareholder**.  
**More than 15 participations** in complementary spheres.



**Some key data:**

**2015:** inauguration of Château Le Stelsia, a 4-star hotel in Saint-Sylvestre-sur-Lot (Lot-et-Garonne).

**2017:** recovery of assets of the TATI Group.

**2018:** Co-investment with Weinberg Capital Partners in BESSON Chaussures.

**Since 2018:** strategic diversification with participations in about fifteen structures.



**DID YOU KNOW?**

Mességué is the pioneering brand of plant and herb-based health and beauty products.





Find the well-priced brand  
with all its handy tips at:

**[gifi.fr](http://gifi.fr)**   

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347 410 011 RCS AGEN