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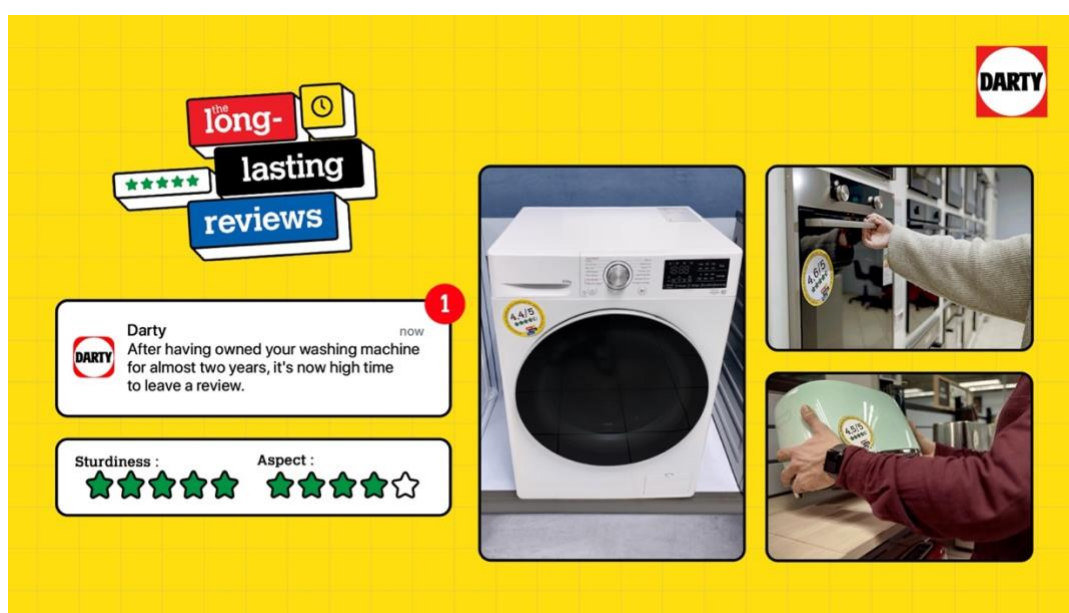
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PRESS RELEASE

Paris, April 3rd 2023

With the "Long lasting reviews", Darty revolutionizes online reviews and continues its commitment to enlighten its customers' choices.



Whether it is to choose a washing machine, a restaurant, a hotel or a smartphone case, 7 out of 10 French people rely on online reviews to make their choice.

By allowing us to benefit from the experience of other users, these reviews enlighten and guide our choices. They are practical and reassuring. However, there is a significant bias for many categories, all those where the real value of products is assessed over time: 77% of consumers write their review on a product less than a week after receiving it. Therefore, how do you really know if a product will deliver on its promise over time?

This is why Darty and Publicis Conseil have decided to revolutionize online reviews and will launch "Long lasting reviews". This new initiative invites the company's customers to share their reviews on products that have been purchased and used for over 12 months. Feedback that are in fact more faithful to the real quality of the products, thus reinforcing the usefulness and the prescription power of these reviews.

Through this initiative, Darty continues to innovate in order to offer its customers an ever more informed and sustainable choice.

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About Publicis Conseil

International creative agency based in Paris, Publicis Conseil has won 21 Lions, including 1 Grand Prize in 2021 and 2022. Led by Agathe Bousquet, Marco Venturelli and Alexandra Evan, the agency supports its French clients on their various international markets and includes AccorHotels, AXA, BNP Paribas, Carrefour, Castorama, Citeo, ENGIE, Fnac Darty, Seb Group, Harrys, L'Oréal, Nestlé, Orange, Renault, Sanofi, Saint Gobain, SNCF. Labeled Active CSR Agencies by the AACC and AFNOR with the best score of 3 stars, Publicis Conseil was for the 3rd time international agency n°1 at the Good Report in 2021. www.publicisconseil.fr

About Fnac Darty

Located in thirteen countries, Fnac Darty is a European leader in the distribution of cultural goods, leisure, technical products and household appliances. The group, which has more than 25,000 employees, has a multi-format network of 971 stores by the end of June 2022 and is positioned as a major e-commerce player in France (an average of nearly 27 million unique visitors per month) with its three websites, fnac.com, darty.com and natureetdecouvertes.com. As a leading omni-channel player, Fnac Darty has generated revenues of more than 8 billion euros in 2021, 26% of which will be generated on the Internet. For more information: www.fnacdarty.com

CREDITS

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