
On Demand delivery in 30 minutes** all over Paris**

**Cdiscount starts this new service
launched by Chronopost and Stuart**

*In order to respond to consumers' growing expectations regarding express delivery, Chronopost and Stuart have developed together a new express delivery service : delivery in 30 minutes****.*

Cdiscount, e-commerce leader in France, will propose this express delivery solution to its Parisian customers first, starting from 25 June.



https://www.youtube.com/watch?v=bofLu_D2Peg

A delivery service that combines speed and precision

Now more than ever, delivery is in top position in consumers' minds during an online purchase. Today the speed of shipment (85%* of European e-shoppers wish their favourite e-commerce site offers next-day delivery) and the delivery precision (78%** of consumers consider estimated time of arrival and live tracking of their product as the most important information) have become major differentiation arguments for e-tailers.

After rolling out same-day delivery in Paris, Bordeaux, Lille, Lyon, Strasbourg and Marseille in partnership with Chronopost, Cdiscount wants to go even further in the implementation of innovative delivery services, combining speed, flexibility and tracking.

This new delivery offer, available in Paris first, has been possible thanks to the complementarity of both Groupe La Poste's subsidiaries expertise.

It will allow customers to trigger a delivery placed the day before in 1 click, and to be delivered by bike or cargo bike on a 30-minute timeslot they have chosen.

“Today delivery is an essential component of the act of purchasing, and therefore a key element of our competitiveness,” comments Pierre-Yves Escarpit, Cdiscount Deputy Managing Director in charge of Supply Chain. “After delivery on Sunday and same-day delivery, this partnership with Chronopost and Stuart allows us to broaden the range of delivery solutions and to propose our customers an offer, that is always more innovative and flexible, meeting all their needs.”

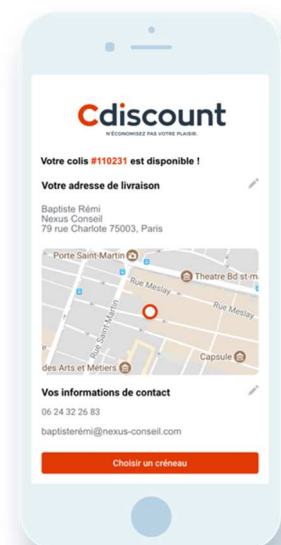
As Frédéric Bernard, Customer Experience Director of Chronopost France, indicates: “This offer grew out of the professional complementarity between Chronopost and Stuart. It is part of the overall development of our offers: after delivery on appointment, same-day and Sunday deliveries, the implementation today of a solution allowing to be delivered on a 30-minute timeslot meets e-shoppers’ expectations.”

A new logistic model, relying on a lockers network

To roll out this service with Cdiscount, Chronopost redesigned the delivery of e-commerce orders to the consumer by relying on a new logistics proposal.

A new Delivery process for more flexibility:

- Once the order placed, Chronopost teams collect the parcel directly in Cdiscount depots,
- The parcel is then “stored” by Chronopost in the nearest “Pickup” locker for the consignee, while waiting for its delivery instructions,
- The consignee then receives an email and a SMS, offering to schedule his choice of Delivery:
 - Same day, until 10 pm***. He will be then delivered in 30 minutes
 - On another day of the week (until 7 days) from 10 am until 10 pm*** on a 30-minute timeslot
- According to the timeslot, a Stuart courier will collect the parcel in the Pickup locker where it was stored and then will deliver it on bike or cargo bike to its consignee.



“Bring the orders and the final customer closer gives us a double benefit : fulfil an unrivalled promise of speed and short-timeslot delivery, but above all being able to responsibly deliver in the inner cities, in bike or cargo bike,” says Antoine Carteyron, Managing Director of Stuart.

* Study – “E-shopper barometer 2017”, DPDgroup 2017

** Study YouGov & Infor – “Consumers’ expectations regarding omni-shopping”, April 2018

*** Delivery slots until 10 pm will progressively be open between 25 June and 5 July 2018

**** 30-minute delivery starting from the provision of the parcel in locker.

About Cdiscount

Cdiscount.com is a subsidiary of Casino Group. Leader in non-food e-commerce in France, the website achieved a business volume of €3.4 billion in 2017, including its Marketplace, which is growing steadily with more than 10,000 partner e-tailers.

Cdiscount is committed to democratising everyday products and services to make them accessible to all, based on its values: proximity and audacity.

About Chronopost

Chronopost is part of DPDgroup, the international parcel delivery network ranked 2nd in Europe. As the leading French specialist for express delivery of parcels weighing up to 30kg to businesses and individual customers, Chronopost relies on a team of 3,700 employees and delivered over 151 million parcels in 2017. Chronopost delivers to 230 countries around the world and has privileged access to DPDgroup's European network of Pickup points.

DPDgroup is the parcel delivery network of GeoPost, a Le Groupe La Poste holding company with revenue of 6.8 billion euros in 2017.

Through innovative technology, local knowledge, dedicated customer service and a network of 18,300 pickup points (Chronopost depots, post offices and Pickup points), Chronopost France offers the best possible customer experience both for senders and recipients. Chronopost France offsets all of its CO2 emissions. chronopost.fr

Follow us on Twitter @Chronopost

About Stuart

Stuart is a technology platform on demand that connects retailers and e-tailers to the largest fleet of freelance geolocalized couriers in Europe in order to accelerate goods and commodities transport in the city. The company currently operates in 3 countries: France, UK, Spain and has over 500 professional customers, spread across 15 European cities.

In France, Stuart supports Carrefour, Franprix, Décathlon, Zalando, Pizza Hut, The Kooples, Monceau Fleurs, Pierre Hermé, McDonald's, Nike and a diversity of FoodTech actors, such as ALLO RESTO, Frichti, Pop Chef, Foodchéri in the digital transformation of their delivery offer.

Stuart joined Le Groupe La Poste in March 2017 and now relies on the DPDgroup network, number two of transport in Europe, in order to develop its activities and become the European leader for last mile delivery.

For more information, visit www.stuart.com.

Contacts presse :

Cdiscount

Profile - 01 56 26 72 00 – cdiscount@agence-profile.com

Nicolas BRODIEZ – 06 15 93 52 10

Jennifer LOISON – 06 10 22 52 37

Titouan COULON – 01 56 26 72 07

Chronopost

Profile – 01 56 26 72 10

Stéphanie NOEL – snoel@agence-profile.com

Olivia CHABBERT – ochabbert@agence-profile.com

Stuart

Nicolas BREUIL – 06.64.18.34.24 - n.breuil@stuart.com

Groupe La Poste : Stéphanie FRAISSE – 06 68 02 06 22 – stephanie.fraisse@laposte.fr