

Lille, 1st October 2004

PRESS RELEASE

**Banque Accord proposes to take over
payment cards and personal loans of Egg France**

Banque Accord, a subsidiary of the Auchan group specialised in payment processing and payment cards issuing, is proposing to take over the credit card and personal loan activities of Egg France, as well as the staff in Tours and Paris directly involved in these activities.

This takeover should allow Banque Accord to develop its client portfolio by welcoming Egg France's 66 000 cardholders, who are guaranteed complete continuity, with the same services and conditions as those offered currently. Egg France's clients are essentially young, urban internet users. They form an interesting basis for expanding internet activities of Banque Accord.

This operation would also provide Banque Accord with an efficient second call-centre located in the heart of Tours, complementing and reinforcing the quality of the services already offered by its Lille centre.

Finally, Banque Accord would take on Egg France's ongoing credit, which will add to the 1.3 bn € already being managed as of end August 2004.

Should the plan come to fruition, Banque Accord will do its utmost to ensure a smooth integration of Egg France's personnel and promote the exchange of skills and expertise with its current team.

These new activities should bolster Banque Accord in its position as a multi-channel bank by strengthening its internet know-how, confirm it firmly as leader in the field of new-generation payment cards and complete its range of personal loans.

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Press information

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About BANQUE ACCORD

Banque Accord, a wholly-owned subsidiary of the Auchan Group, is specialised in payment processing, payment cards and the distribution of financial products and services (credit, savings, insurance).

It relies on a close-to-customer relationship with 3.5 million clients in Europe, of whom more than 2 million are in France. Sales via the cards reach 4.3 billion Euros. The bank employs more than 700 people in France (mainly in Lille), in Warsaw, Lisbon, Madrid, Milan and Budapest. It has created 350 jobs in 4 years.

Banque Accord adapts successful rules of mass retailer to financial services and optimises costs for the benefit of its clients. Its vocation: to offer simple and innovative discount products, making consumers' lives easier.

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