

3 July 2017

**THE CONFORAMA GROUP'S 17% STRATEGIC STAKE IN SHOWROOMPRIVE  
HAS BEEN FULFILLED**

**APPOINTMENT OF A NEW MEMBER OF THE BOARD AND OF A NEW CENSOR**

Today, Showroomprivé, one of the leading European digital commerce companies and an event-driven fashion and household goods online specialist, announced that the Conforama Group, a Steinhoff subsidiary, had finalized its 17% strategic stake in the capital of Showroomprivé which had been disclosed on 12 May 2017.<sup>1</sup>

This operation was performed via an off-market transfer of shares by Showroomprivé's founders at a unit price of 27 euros, for a total amount of 157.5 million euros. The founders retain a share of 27.17% of Showroomprivé's capital and 40.66% of its voting rights<sup>2</sup>.

The already-existing concert between the founders entered into a shareholders' agreement with Conforama / Steinhoff establishing a second concert party owning 44.15% of the capital and 54.47% of the voting rights of Showroomprivé<sup>3</sup>. This operation was granted an exemption from the obligation to file a takeover bid by AMF to the purchaser<sup>4</sup>.

The Conforama Group will be represented on the Board of Directors of SRP Groupe, Showroomprivé's head company, by Conforama's CEO, Alexandre Nodale, who will be a member of the Board, as well as Andrew Bond, CEO of Pepkor Europe, a Steinhoff subsidiary, who will be censor of the Board of Directors, in compliance with the decision of the general meeting of shareholders of SRP Groupe taken on 26 June 2017.

As announced on 12 May 2017, Showroomprivé and Conforama will conclude a trade agreement in order to maximize the complementarity of their key strengths: Conforama's extensive physical network and Showroomprivé's digital presence, as well as mobile-centric distribution platform, in order to enhance both retailers' omnichannel offer.

**About showroomprive.com**

Showroomprivé.com is an innovative European event-driven fashion online specialist. Showroomprivé offers a daily selection of nearly 2,000 partner brands via its mobile applications or website, in France and eight other European countries. The company has enjoyed rapid and profitable growth since it was founded in 2006. Showroomprivé is listed on the Paris Euronext market since October 2015 (code: SRP). It achieved a gross VOB (including tax) of over 750 million euros in 2016, thus a net turnover of 540 million euros and 22% growth compared to the previous year. The Group employs over 1,000 people. For more information: <http://showroomprivegroup.com>

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<sup>1</sup> See press release of 12 May 2017

<sup>2</sup> Based on share capital of 34,341,582 shares representing 42,239,481 voting rights (taking into account the impact of the transactions carried out today on the number of voting rights held as of 30 June) according to Article 223-11 of the General Regulation.

<sup>3</sup> idem

<sup>4</sup> See decision AMF 217C1167 of 7 June 2017 for a description of the key terms of the shareholders' pact relating to governance, concertation and transfer of securities

## **About Steinhoff**

Steinhoff is a player specialised in the production and distribution of household and personal goods present in Europe, USA, Africa, Asia and the Pacific. All Steinhoff Group entities are positioned in added-value consumer goods segments, via several retail chains and brands that enable the Group to expand.

Steinhoff has 11,000 sales outlets and 40 retailers in 32 countries, supported by 120,000 employees.

Steinhoff's three operational segments are as follows:

- Household goods: distribution of furniture and home decoration;
- Personal goods: distribution of clothing, footwear, accessories, etc.;
- Motor vehicles: car dealers and rental in South Africa, offering a range of motor cars, parts, insurance, accessories and maintenance.

Steinhoff is firstly listed on the Frankfurt Stock Exchange and, secondly, on the Johannesburg Stock Exchange (Code: SNH).

## **About Conforama**

Conforama, a Steinhoff Group company, is a major household goods player in Europe, both for its network of stores and website. The retailer has 312 stores, including 204 in France. Conforama's international presence is made up of 108 stores in seven countries: Spain, Switzerland, Portugal, Luxembourg, Italy, Croatia and Serbia. Conforama achieved a turnover (excluding tax) of 3.5 billion euros in 2015/2016 (financial year ending 30 September 2016) and has 14,000 employees. For more information: [www.conforama.fr](http://www.conforama.fr)

## **Contacts**

### **Steinhoff/Conforama:**

#### Investors:

Reina de Waal, +27 21 808 0820, [reina@steinhoff.co.za](mailto:reina@steinhoff.co.za)

#### Press:

Isabelle Hoppenot, +33 1 60 95 25 62 - +33 6 25 58 14 38, [ihoppenot@conforama.fr](mailto:ihoppenot@conforama.fr)

Rhizlène Mimoun, +33 1 60 95 26 43 - +33 6 25 58 95 52, [rmimoun@conforama.fr](mailto:rmimoun@conforama.fr)

### **Showroomprivé:**

#### Investors:

Thomas Kienzi, +33 1 49 46 05 67, [investor.relations@showroomprive.net](mailto:investor.relations@showroomprive.net)

#### Press:

Adeline Pastor, +33 1 76 21 19 46, [adeline.pastor@showroomprive.com](mailto:adeline.pastor@showroomprive.com)

Benjamin Amalric, +33 6 27 75 45 85, [benjamin.amalric@taddeo.fr](mailto:benjamin.amalric@taddeo.fr)

Julien Vaulpré, + 33 6 77 81 41 05, [julien.vaulpre@taddeo.fr](mailto:julien.vaulpre@taddeo.fr)