



## **Exclusive agreement to open motorway point of sales Strategic Autogrill - McDonald's partnership in France**

The first Autogrill-operated McDonald's already open this autumn, in an emblematic service area of the French motorway network

Marseilles, 9<sup>th</sup> April 2009 – Autogrill and McDonald's have entered an exclusive agreement to open McDonald's restaurants in French motorway service areas operated by Autogrill. Within the framework of both Groups' development strategies, the agreement will explore opportunities for the entry of the McDonald's brand in other channels in which Autogrill operates in France, such as airports, railway stations and prestige sites.

The opening of the first Autogrill-operated McDonald's is already set for the coming autumn, in a service area typical of the country's motorway network.

"We are delighted to have earned the trust of such a well known and appreciated Group as McDonald's," said **Roberto Colombo**, general manager of Autogrill France. "The agreement further strengthens our Group's brand portfolio with a dynamic and internationally famous brand and also helps us more effectively meet customers' needs".

"We have a network of nearly 1,200 restaurants, and we aim to consolidate our presence in regions with major flows of travellers, for whom our offering is particularly well suited," said **Vincent Quandalle**, general manager of McDonald's France. "The experience gained by Autogrill over the years will enable us to upgrade our positioning on motorways, and benefit from the complementary nature of the offering, thereby improving service for consumers".

\*\*\*

### **McDonald's in France**

The world's leading fast-food operator, McDonald's has been operating in France for over 30 years and has over 55,000 employees there. In its 1,134 restaurants, of which around 80% operated by 282 local partners, McDonald's serves an average of a million customers a day. In 2008, total HT sales by McDonald's France amounted to euro 3.3 billion.

### **Autogrill Group**

Autogrill is the world's leading provider of food & beverage and retail services for travellers. With sales of around € 5.8 billion in 2008, it operates in 43 countries and employs some 74,000 people. It manages over 5,500 stores in more than 1,200 locations. With a portfolio of over 350 international and local brands managed either directly or under license, Autogrill operates three business lines: Food & Beverage, Travel Retail & Duty Free and In-Flight. Food & Beverage is the business the Group started up in, while Travel Retail & Duty-Free took on strategic dimensions with the recent acquisitions of Aldeasa, Alpha Group and World Duty Free. In-Flight business is carried on with airlines. Airports and motorways are its main channels but the Group also operates in railway stations and has a number of select locations in shopping centres, trade fairs, museums and high streets. Listed on the Milan stock exchange, Autogrill is indirectly controlled by Edizione (Benetton family financial holding) with 59.3% of the share capital.



### Autogrill in France

In France, it has 526 points of sale in over 100 locations. In 2008, Autogrill posted sales of euro 239.2 million in France and has over 3,400 employees in the country.

For further information:

Rosalba Benedetto

Press Office Manager

T: +39 02 4826 3209

[rosalba\\_benedetto@autogrill.net](mailto:rosalba_benedetto@autogrill.net)

Elisabetta Cugnasca

Investor Relations Manager

T: +39 02 4826 3246

[elisabetta.cugnasca@autogrill.net](mailto:elisabetta.cugnasca@autogrill.net)