



LE BHV / MARAIS

PRESS RELEASE

Paris, November 8th 2017

The Galeries Lafayette group is the first offline retailer to roll out WeChat Pay, Tencent's leading Chinese mobile payment solution, in Europe

- The Galeries Lafayette group, which attracts over 15 million international visitors to its stores every year, is the first offline retailer to connect to WeChat Pay services at its Galeries Lafayette Haussmann and BHV MARAIS flagship stores in Paris
- The roll-out of WeChat Pay services was launched on September 25th, 2017, in partnership with Verifone and BNP Paribas

The Galeries Lafayette group is announcing today the roll-out of WeChat Pay, Tencent's leading mobile payment solution, at Galeries Lafayette Haussmann and BHV MARAIS, its two Parisian flagship stores, effective from September 25th, 2017. Under a partnership with Verifone and BNP Paribas, this service will also be rolled-out over the next few months in a selection of Galeries Lafayette stores across France that attract large numbers of international customers.

An iconic retailer for tourists visiting Paris, which attracts over 15 million international visitors to its stores every year, the Galeries Lafayette group is constantly looking for ways to improve the shopping experience for its customers - including those from China. Galeries Lafayette Haussmann has launched several initiatives in this area over the past few months, including opening a new 2,800m² store on Boulevard Haussmann dedicated to Chinese customers travelling in groups and the design of an electronic sales tax refund information system approved by the French customs authorities (the only retailer to date in France to have such a system in place).

After Union Pay, which has already been available for a few years, the roll-out of WeChat Pay - the most popular mobile payment solution in China adopted by more than 600 million monthly active users to date to meet their everyday needs - the Galeries Lafayette group is raising its standards of service higher still. Its Chinese customers will now be able to use a familiar, convenient and secure payment system, with transactions based on a QR code generated directly on their smartphone.

Commenting on this announcement, Philippe Pedone, Chief Financial Officer of Galeries Lafayette and BHV MARAIS, said: "Today more than ever, our role as a merchant is to bring together the very best of physical and digital to offer our French and international customers a unique shopping experience."

We are delighted to be the first to make WeChat Pay available to our Chinese customers as part of our continuing efforts to serve and cater to their needs even more effectively.”

Press contacts

Alexandra van Weddingen

Vice President, Corporate Communications, Galeries Lafayette Group

avanweddingen@galeriesslafayette.com

+33 (0)1 45 96 68 44

Camille Eudier

Corporate Communications Officer, Galeries Lafayette and BHV MARAIS

ceudier@galeriesslafayette.com

+ 33 (0)1 42 82 37 43

About Galeries Lafayette

The French market leader in department stores and famous all around the world, for the past 120 years Galeries Lafayette has been the undisputed expert in fashion and event shopping, designing each visit to be a unique experience, offering French and international clients a constantly renewed selection of the best brands, from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, gourmet food, catering and outlet segments, Galeries Lafayette is celebrated for its network of 61 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, galeriesslafayette.com.

Follow us on Facebook ([Galeries Lafayette](https://www.facebook.com/GaleriesLafayette)) and Instagram ([@galeriesslafayette](https://www.instagram.com/galeriesslafayette))

About BHV MARAIS

A multi-specialist and creative lifestyle concept department store, BHV MARAIS offers an innovative range of home equipment, fashion, beauty, design, DIY, leisure and fine food products. Its 160-year-old Rue de Rivoli flagship in Paris aims to be a hive of activity and a source of inspiration, adding to the appeal of the Marais district and offering its French and international clients nearly 900 brands – from the most affordable to the very top end of the range. BHV MARAIS is one of the Galeries Lafayette group’s brands, with stores in France at the Parly 2 shopping centre and in the Lyon region, as well as in Beirut (Lebanon) and Dubai (United Arab Emirates). For more information, please go to Bhv.fr

Follow us on Facebook ([LE BHV MARAIS](https://www.facebook.com/LE.BHV.MARAIS)), Twitter ([@leBHVmarais](https://twitter.com/leBHVmarais)) and Instagram ([@le_bhv_marais](https://www.instagram.com/le_bhv_marais))