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# RALLYE

25<sup>th</sup> September 2013

## **Rallye SA successfully places EUR 375 million of bonds due 2020 exchangeable for existing Casino, Guichard-Perrachon ordinary shares**

Rallye SA ("Rallye") announces today the successful placement of an initial amount of EUR 300 million offering of bonds (the "Bonds") exchangeable for existing ordinary shares (the "Shares") of Casino, Guichard-Perrachon ("Casino"). The order book was widely oversubscribed, which helped increase the final issuance amount to EUR 375 million.

The Bonds will carry a 7 year maturity and will bear interest at a rate of 1.00% per annum payable annually in arrear. The Bonds will be issued at 100% of the principal amount and, unless previously redeemed, exchanged or cancelled, will be redeemed in cash or through the delivery of Shares or a combination thereof, at Rallye's option, on 2<sup>nd</sup> October 2020 at a redemption price of 109.36% of the principal amount, corresponding to a yield to maturity of 2.25% per annum. Any Bondholder will have the option to ask for the early redemption of the Bonds on 2<sup>nd</sup> October 2018, at the accreted principal amount, plus accrued interest.

The Bonds' nominal value will represent an issue premium of 30% over Casino's reference share price, calculated as the average of Casino shares prices weighted by the volume of transactions on NYSE Euronext Paris from the opening of trading today to pricing (Volume Weighted Average Price ("VWAP")). Each Bond will be exchangeable for Shares at an initial ratio of one Share per Bond, subject to customary adjustments.

Bondholders may elect to exchange their Bonds for Shares subject to the Issuer's right to elect to deliver an equivalent amount in cash for all or part of the Shares. The number of Shares underlying the Bonds represents approximately 3% of Casino's share capital.

Rallye will have the option to redeem the Bonds early on or after 17<sup>th</sup> October 2017 (the 4th anniversary of the issue date + 15 days), if the value of the Shares deliverable upon exchange of the Bonds exceeds 130% of the accreted principal amount of the Bonds for a specified period (in accordance with the conditions set forth in the Terms and Conditions of the Bonds).

Settlement is expected to occur on or around 2<sup>nd</sup> October 2013.

The issue proceeds shall be used for Rallye's general financing needs.

Application will be made to have the Bonds admitted to trading on the Open Market (*Freiverkehr*) segment of the Frankfurt Stock Exchange or on an internationally recognised, regularly operating, regulated or non-regulated stock exchange, as determined by Rallye, within 90 days following the closing date.

The Bonds were placed to institutional investors outside of the United States of America pursuant to Regulation S.

BNP PARIBAS and Deutsche Bank and The Royal Bank of Scotland acted as Joint Bookrunners in respect of the offering of the Bonds. Crédit Agricole CIB, Natixis and Société Générale Corporate & Investment Banking acted as Co-Bookrunners.

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*This press release is an advertisement and not a prospectus within the meaning of the Prospectus Directive (as defined hereinafter).*

*This press release is not, and shall not be considered as, an offer to the public, an offer to subscribe or designed to solicit interest for purposes of an offer to the public by Rallye in any jurisdiction, including France.*

### **European Economic Area**

*With respect to each Member State of the European Economic Area (the "Relevant Member States") which has implemented the Prospectus Directive, no action has been undertaken or will be undertaken to make an offer of Securities to the public requiring a publication of a prospectus in any Relevant Member State. As a result, the Securities may only be offered in the Relevant Member States:*

- (a) qualified investors as defined in the Amending Prospectus Directive; or*
- (b) to fewer than 100 or, if the Relevant Member State has implemented the relevant provision of the Amending Prospectus Directive, 150, natural or legal persons (other than qualified investors as defined in the Amending Prospectus Directive); or*
- (c) in any other circumstances falling with Article 3(2) of the Prospectus Directive;*

*and provided that none of the offers referred in paragraphs (a) to (c) above requires the publication of a prospectus in accordance with the provisions of article 3 of the Prospectus Directive or of a supplement to the prospectus pursuant to the provisions of article 16 of the Prospectus Directive by Rallye or any of the bookrunners.*

*For purposes of this paragraph, within the meaning of the Prospectus Directive, (i) the expression an "offer of Securities to the public" in any Relevant Member State which has implemented the Prospectus Directive (as defined below) means the communication, to individuals or legal entities, in any form and by any means, of sufficient information on the terms and conditions of the offer and the Securities to be offered to enable an investor to decide to purchase or subscribe for the Securities, as the same may be varied in that Relevant Member State by any measure implementing the Prospectus Directive in that Relevant Member State and (ii) the expression "Prospectus Directive" means Directive 2003/71/EC of the European Parliament and of the Council of November 4, 2003 (together with its amendments, including by the Amending Prospectus Directive, to the extent such Directive has been implemented in any Relevant Member State), including any appropriate implementing measure in any Relevant Member State, and (iii) the expression "Amending Prospectus Directive" means Directive 2010/73/EU of the European Union Parliament and Council of November 24, 2010.*

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