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NYSE Euronext welcomes CFAO to its European market

The second largest IPO in Western Europe in 18 months

Paris, 3 December 2009 – CFAO, a leader in automobile and pharmacy distribution in Africa and French Overseas Territories (*Collectivités Territoriales Françaises d'Outre-mer*), today celebrates its listing on NYSE Euronext's Paris market under the symbol "CFAO".

A total of 61,524,360 CFAO shares were admitted to trading on NYSE Euronext at an introductory price of EUR 26 each. The listing resulted from the offer of 31,000,000 existing shares, before exercise of the over-allotment option. The amount raised by the initial public offering was EUR 806 million, excluding the over-allotment option, making this the second largest IPO in Western Europe in 18 months after Delta Lloyd listed in November 2009 on NYSE Euronext's Amsterdam market. CFAO's market capitalization amounts to EUR 1,6 billion.

"We are delighted to welcome CFAO, a leader in automobile and pharmacy distribution in Africa and French Overseas Territories on to NYSE Euronext" commented Jean-François Théodore, Deputy Chief Executive Officer of NYSE Euronext. *"This benchmark listing, the second largest in Western Europe in 18 months in terms of the amount raised, hopefully signals a lasting rebound in the primary market."*

Ronald Kent, Executive Vice President and Head of International Listings at NYSE Euronext, added *"We are very happy to welcome CFAO to our market. This is the beginning of a lasting relationship that will give the company the benefit of the highest levels of service, liquidity and transparency available through NYSE Euronext."*

"CFAO is delighted with the success of its IPO and is very pleased to be listed on NYSE Euronext" said Richard Bielle, Chairman of CFAO's Management Board. *"CFAO is a unique vehicle to invest in Africa's growth potential. For CFAO, being listed is both a way to connect with its past history, as the group was listed for over 100 years, and to start a new phase in its development that opens up new opportunities to pursue its growth strategy."*

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About CFAO

CFAO is a leading specialized distributor in its core businesses of automobile and pharmaceutical distribution in Africa (excluding South Africa) and the French Overseas Territories. CFAO is a major importer and distributor of motor vehicles and pharmaceutical products, and provides certain logistical, industrial and technological services throughout Africa and the French Overseas Territories. The Group currently has operations in 34 countries, including 31 African countries and seven French Overseas Territories, and has over 10,000 employees. In 2008, CFAO's total consolidated revenues totaled €2,864 million, and its recurring operating income amounted to €277 million.

Website: <http://www.cfaogroup.com>.

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With more than 8,000 listed issues, NYSE Euronext's equities markets -- the New York Stock Exchange, NYSE Euronext, NYSE Amex and NYSE Alternext as well as NYSE Arca -- represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: <http://www.nyx.com>

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With respect to the United Kingdom, this press release is only directed at (i) persons who are outside the United Kingdom, (ii) to investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (iii) high net worth entities, and other persons to whom it may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as "relevant persons"). CFAO's offered existing shares are only available to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such shares will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this document or any of its contents.

This press release includes forward-looking statements relating to CFAO's prospects and growth strategy. This information is not historical data and should not be interpreted as guarantees of the future occurrence of such facts and data. These statements are based on data, assumptions and estimates that the Group believes are reasonable. The Group's data, assumptions and estimates may change as a result of uncertainties related to the economic, financial, competitive or regulatory environment. The forward-looking statements contained in this press release are made only as of the date hereof. Except as required by any applicable law, rules or regulations, CFAO expressly disclaims any obligation or undertaking to release publicly any updates of any forward-looking statements contained in this press release to reflect any change in its expectations or any change in events, conditions or circumstances on which any forward-looking statement contained in this press release is based. CFAO operates in a competitive and rapidly changing environment. It is therefore not in a position to predict all of the risks, uncertainties or other factors that may affect its business, their potential impact on its business, or the extent to which the occurrence of a risk or a combination of risks could have results that are significantly different from those included in any forward-looking statement. Notwithstanding the foregoing, none of these forward-looking statements constitutes a guarantee of actual results. It is recalled that CFAO's profit forecasts were the subject matter of a report prepared by the statutory auditors included in section 13.3 "Statutory Auditor's Report on Forecasted Results of Operations" of the *Document de Base*.

Goldman Sachs International, acting as a stabilizing manager (or any institution acting on its behalf) (the "Stabilizing Manager") may, during a period of 30 days following the date on which the offering price is determined, i.e., from December 2, 2009 up to and including December 31, 2009, effect transactions with a view to maintaining the market price of CFAO's shares in a manner consistent with applicable laws and regulations and, in particular, EU Commission Regulation No. 2273/03 of December 22, 2003. However, there is no assurance that the Stabilizing Manager will take any stabilizing action and if begun, such stabilizing action may be ended at any time. Any stabilizing action may affect the price of CFAO's shares and could result in market prices for the shares higher than those which might otherwise prevail.

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