

## **Le Groupement Mousquetaires selects Médiaperformances as its in-store Retail Media partner to accelerate its omnichannel strategy in France and across Europe**

Paris, December 17, 2025 – Following a competitive tender process, Le Groupement Mousquetaires has appointed Médiaperformances as its strategic partner for the deployment and management of in-store Retail Media for Intermarché and Bricomarché. This multi-year partnership will be rolled out across more than 2,000 stores in France, Belgium, Poland and Portugal, in close collaboration with Infinity Advertising, the Group's Retail Media sales house.

This alliance marks a key milestone in Le Groupement Mousquetaires' ambition to build a robust, scalable and performance-driven Retail Media ecosystem, fully integrated into its omnichannel strategy. By combining Infinity Advertising's data and commercial expertise with Médiaperformances' in-store execution capabilities, the partnership aims to deliver a seamless and consistent brand experience across physical stores, retailers' digital platforms and the wider digital media landscape.

A data-driven, omnichannel Retail Media proposition

Together, Infinity Advertising and Médiaperformances will offer brands a coherent, data-led activation framework, aligned with key consumption moments and shopper journeys. The objective is to strengthen the strategic role of in-store media while ensuring continuity between on-site, off-site and in-store activations, supported by unified measurement standards.

In close coordination with Infinity Advertising, Médiaperformances will be responsible for the roll-out, orchestration and optimisation of in-store Retail Media solutions, contributing to revenue diversification for Intermarché and Bricomarché. Activations will combine digital in-store media (DOOH) and print formats, with a clear roadmap to progressively digitalise stores and enhance campaign performance and monetisation.

*"Our ambition is to establish Le Groupement Mousquetaires as a leading Retail Media player in Europe. This partnership fully supports our strategy to diversify revenues and create sustainable value for our banners, store owners, brand partners and shoppers,"* said Stéphane Sinopoli, Director of Data Monetisation at Le Groupement Mousquetaires.

Complementary expertise to scale Retail Media performance

Infinity Advertising will oversee the co-commercialisation of Retail Media offerings, leveraging its proprietary transactional data and audience expertise, while Médiaperformances will ensure best-in-class in-store execution. Both partners will jointly deliver end-to-end measurement, covering in-store exposure, retailers' digital environments and extended digital ecosystems.

*"This partnership strengthens our ability to deliver a fully integrated, measurable and performance-oriented Retail Media proposition to brands. It represents a new phase in the development of Infinity Advertising as a fast-growing European Retail Media reference,"* commented Alban Schleuniger, Chief Executive Officer of Infinity Advertising.

Recognized as a leader in in-store communication, Médiaperformances was selected for its strong operational excellence, deep understanding of retail environments and proven ability to deploy solutions at

scale. Its collaborative mindset and capacity to build operational synergies with Infinity Advertising were decisive in Le Groupement Mousquetaires' choice.

*"We are proud to support Le Groupement Mousquetaires in deploying its in-store Retail Media strategy across four countries and two major retail verticals. This partnership validates the relevance of our model, combining data, technology and field expertise to accelerate the digital transformation of in-store Retail Media and deliver more relevant, measurable and high-performing campaigns at the point of sale,"* said Claire Koralewski, Chief Executive Officer of Médiaperformances.

Already deeply engaged in the digitalization of in-store Retail Media through its strategic partnership with VusionGroup, Médiaperformances reaches a new milestone with this agreement. The partnership strengthens its market position, expands its footprint beyond the grocery sector and confirms the international recognition of its expertise.

**This collaboration unlocks a powerful, fully integrated and measurable Retail Media environment for brands, covering the entire shopper journey and aligned with sharp business objectives.**

- +2,000 stores across France, Belgium, Portugal and Poland
- Retail banners: Intermarché (grocery), Bricomarché (home improvement)
- Co-commercialisation : Infinity Advertising / Médiaperformances
- Strategy and in-store activation : Médiaperformances
- Measurement (on-site, off-site, in-store): Infinity Advertising / Médiaperformances

#### **About Groupement Mousquetaires**

Created in 1969, Groupement Mousquetaires brings together more than 3,000 independent business owners and 160,000 employees to serve the performance of more than 4,000 local sales outlets in France, Belgium, Poland and Portugal. At the head of their outlets, the Mousquetaires business managers form a group of entrepreneurs involved in the socio-economic fabric of their territories. To meet the needs of the Intermarché and Netto banners (food) ; Bricomarché, Brico Cash and Bricorama (household equipment) ; and Rody and Rapid Pare-Brise (mobility), the Group has its own support services (integrated logistics bases, purchasing services, real estate, etc.), as well as an agri-food division with almost 60 plants, all located in France.

For more information : [Mousquetaires.com](https://mousquetaires.com) | [X Mousquetaires](#) | [LinkedIn](#) | [Instagram](#)

#### **About Médiaperformances**

A member of French Tech Grand Paris and Retail Tech, Médiaperformances is an innovative Retail Media sales house transforming in-store and omnichannel Retail Media through advanced technologies. Partner to leading FMCG and non-food retailers (Intermarché, Auchan, Carrefour, E.Leclerc, Coopérative U, Groupe Casino), the company combines data-driven omnichannel solutions, digital in-store media (DOOH, e-paper screens) and an integrated trading desk.

In 2025, Médiaperformances reinforced its technology-led positioning with the launch of a SaaS platform leveraging IoT to enable dynamic in-store advertising activations. Its client portfolio includes more than one hundred advertisers, including Danone, Nestlé, Unilever, Mondelez, Coca-Cola, Fleury Michon, Colgate and HP.

A pioneer in responsible Retail Media, Médiaperformances was the first French media sales house to obtain B Corp certification in 2021, renewed in 2025.

#### **About Infinity Advertising**

Infinity Advertising is the Retail Media Network of Groupement Les Mousquetaires, enabling brands to activate hyper-targeted advertising campaigns throughout the entire path to purchase. Leveraging proprietary transactional data, Infinity Advertising connects brands with their consumers with unprecedented precision, backed by a network of over 19 million loyalty cardholders from Intermarché, Monoprix, Franprix, and Casino, as well as over 6.3 million loyalty members from Bricomarché, Brico Cash, Bricorama, and Tridôme. Its offering is built on monetizing the retail banners' digital assets, activating transactional data via audience extension on the web and social media, and deploying digital advertising across the retailers' e-commerce sites.