

Orange Spain selects Bigben for exclusive distribution of mobile accessories to its stores

The French group Bigben wins a large-scale tender by being selected by Orange Spain to exclusively supply all the mobile accessories offered by more than 1,000 boutiques throughout the Iberian territory. This exclusive agreement is a key element in Bigben's commercial strategy, which demonstrates its ability to position itself as a trusted partner for the largest brands and operators in France and abroad.

The choice of Bigben by Orange Spain is explained both by the richness and quality of its product catalog but also by the excellence and innovation of its supply model. Indeed, Bigben benefits from a unique know-how in the matter thanks to the numerous investments made which allowed him to design his solution VMI (Vendor Management Inventory).

Unique on the market, the latter will allow each store Orange Spain to be replenished automatically thus ensuring a permanent availability of products. In addition, a self-service kiosk in the stores will facilitate the omni-channel shopping journey for customers who can order their accessories from the point of sale in complete autonomy. Launched in 2010 at the initiative of Bigben Connected (Bigben Group), the VMI solution is widely used by Bigben customers in France. Currently, nearly 800 points of sale benefit from this key innovation of connected retail.

Michel BASSOT, General Manager of Bigben Connected states "We are proud to announce this structuring agreement which allows us to strengthen our international market share and to build a quality relationship with Orange Spain and Orange teams. Group. This new market increases our presence on the international scene and contributes to the development of our activities outside of France. By relying on the excellence of our logistics chain and our IT tools, Orange Spain will be able to boost its sales of accessories and offer more and more services and quality to its customers whether it is in points of sale or on its channels online sales. "

ABOUT BIGBEN INTERACTIVE

SALES 2017-2018
245.4 M€

Bigben Interactive is a European player in video game development and publishing, in design and distribution of smartphone and gaming accessories as well as in audio products. The Group, which is recognized for its capacities in terms of innovation and creativity, intends to become one of Europe's leaders in each of its business segments.

HEADCOUNT
over 600 employees

Company listed on Euronext Paris, compartment B – Index : CAC SMALL – Eligible SRD long
ISN : FR0000074072 ; Reuters : BIGPA ; Bloomberg : BIGFP

INTERNATIONAL
12 subsidiaries and a distribution network in
100 countries

PRESS CONTACTS

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