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Adagio and Fnac Darty Pro: A partnership for sustainable and high-performance equipment

Adagio, Europe's leading aparthotel brand, and Fnac Darty Pro, the professional division of the Fnac Darty Group, announce the signing of a strategic partnership aimed at equipping and commissioning a new range of high energy-efficiency household appliances in Adagio aparthotels across France. The agreement also covers the collection of old appliances, as well as the repair and replacement of spare parts for existing equipment.

This collaboration combines premium quality and sustainability: it enables Adagio to modernise its residences with low-energy products while extending the lifespan of its current appliance fleet through repairability. By reducing waste and integrating circular economy principles into the daily operations of its establishments, Adagio reaffirms its commitment to supporting the transition of cities towards a more sustainable and circular economy.

Dual focus: energy efficiency and repairability

Effective immediately across the entire Adagio network in France, the partnership involves Fnac Darty Pro sourcing household appliances that meet the criteria of the **Clef Verte** (Green Key) sustainability certification for site equipment. It also includes product maintenance, with fast and secure supply of spare parts for appliances already installed in the aparthotels.

This dual approach supports Adagio's ongoing certification process and, more broadly, its objectives for repairability, cost reduction, and transition towards a more sustainable model.

Each Adagio aparthotel features several essential household appliances for guest comfort (refrigerators, cooktops, ovens, dishwashers, washing machines, etc.), representing a total of nearly **32,500 appliances** across the French network. On average, these appliances need replacing every 3 to 5 years — a frequency that generates not only costs but also a significant environmental impact linked to manufacturing and transportation.

The Fnac Darty Pro x Adagio catalogue currently includes around **50 references** covering major household appliance brands, with plans to expand progressively.

Multiple objectives

First, Adagio is enhancing the performance and sustainability of its aparthotels with a new range of high energy-efficiency appliances, compliant with the Clef Verte standards. These low-energy, reliable products significantly reduce energy consumption, improve resident comfort, and ensure consistency across the network.

At the same time, repairs for appliances already in service are made easier and faster thanks to the use of certified, traceable spare parts, ensuring service continuity and optimising the guest experience. This system also helps reduce intervention costs, minimise equipment downtime, and optimise operating expenses.

From an environmental perspective, combining this new high-performance range with repairability extends the lifespan of the appliance fleet, reduces waste production, and limits the impact associated with manufacturing and transporting new appliances.

Above all, this partnership reflects the Group's responsible purchasing policy and is directly aligned with Adagio's commitment to supporting the transition of cities — particularly through efforts to reduce the environmental footprint of its aparthotels.

This initiative complements other actions already implemented by Adagio to promote the circular economy, such as combating food waste with **Too Good To Go**, recycling organic waste with **Les Alchimistes**, and selecting responsible partners for its supplies.

It contributes to meeting the criteria of the **Clef Verte** label, an international benchmark for sustainable tourism, particularly in resource management, waste reduction, and energy efficiency. By facilitating maintenance and repairability, this approach also enables the gradual integration of more efficient, low-energy appliances, supporting continuous improvement in environmental practices within Adagio aparthotels.



"This partnership with Fnac Darty Pro, a trusted partner, marks the beginning of an ambitious collaboration to embed sustainability into the daily life of our aparthotels. Repairing rather than replacing is a common-sense choice — economically, environmentally, and operationally. By acting on very concrete topics such as household appliances, we demonstrate that the circular economy is a tangible performance lever, serving both the guest experience and our teams. Our customers are increasingly attentive to corporate commitments, and we are committed to translating them into visible, concrete actions on site. This is only the first step — other initiatives will strengthen this momentum in the months ahead."

Marie-Isabelle Gruson, Purchasing, Operational Standards, IT Digital & Transformation Director, Adagio

We are delighted to collaborate with Adagio, a partner with whom we share strong values, including our joint commitment to sustainable development. This collaboration is fully aligned with the Fnac Darty Group's strategy to support all its customers — including businesses — in their ecological transition by offering solutions that combine performance, cost control, and environmental requirements. Thanks to our dense territorial network and the expertise of our local teams, we are able to meet all the needs of Adagio aparthotels, regardless of their location, and ultimately ensure a continuous level of comfort for the customers of Europe's leading aparthotel brand."

Mathieu Adamiste, B2B Sales Director, Fnac Darty Pro

About Adagio

Adagio is Europe's leading aparthotel brand. Founded in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, the brand now operates more than **130 establishments** representing nearly **14,700 apartments** in **70 cities** across **16 countries** — the largest aparthotel network in Europe.

Combining the flexibility of an apartment with hotel services, Adagio aparthotels offer the ideal solution for medium- and long-term stays, blending comfort, value for money, and quality service for both business travellers and holidaymakers.

Located in the heart of major urban areas, the Adagio brand is available in three complementary ranges: **Adagio Original** (in major cities), **Adagio Access** (in regional capitals or nearby suburbs), and **Adagio Premium** (high-end aparthotels).

About Fnac Darty

Fnac Darty is a European leader in omnichannel retail, and a benchmark player in the sale of consumer electronics, household appliances, cultural goods, and leisure products. Operating in 15 countries — mainly France, Italy, Belgium, Portugal, Spain, and Switzerland — the Group employs nearly 30,000 people and has a multi-format network of almost 1,500 stores, with strong positions online and a growing number of subscribers to its services. In 2025, the Group recorded revenue of over €10.3 billion. With *Beyond Everyday*, its strategic plan to 2030, Fnac Darty is continuing its expansion in Europe and strengthening its model based on omnichannel retail, services, and circularity. For more information: www.fnacdarty.com

About Fnac Darty Pro

Fnac Darty Pro is the professional division of the Fnac Darty Group, serving all types of professional organisations — from small businesses to large corporations, including public authorities, retailers, and mid-sized companies.

Through its brands **Fnac Pro**, **Darty Pro**, and **SFL** (Société Française du Livre), this B2B division supports its clients in all their needs for consumer electronics, household appliances, sustainable mobility, and cultural goods, relying on the Group's CSR commitments and the promises that have built the reputation of its brands: quality, breadth of offer, and associated services.