

Casino Group announces the disposal of BAO Cash & Carry business, in Cameroon

Paris, December 31, 2025

Casino Group announces the disposal, effective as of today, of 3C Cameroun, operating 7 sales outlets under the BAO Cash & Carry banner, to 2S Retail, including 5 integrated stores in Douala and 2 franchised stores at Nkongsamba and Limbe.

This transaction is part of the Group's strategy, which relies on local partners to develop its brands internationally through franchising. Casino Group will continue to supply BAO Cash & Carry with its private labels.

Launched in 2018 in Douala, BAO Cash & Carry has established itself as a leading player in Cash & Carry (wholesale) business in the country. The brand serves both individuals and professionals (retailers, resellers), with more than 3,000 active professional customers.

2S Retail will maintain the low-cost concept that has made BAO Cash & Carry successful in Cameroon and commits to preserving all jobs. Furthermore, it intends to consolidate the existing model in 2026, before considering a new phase of development starting from 2027.

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