

PRESS RELEASE



Mellac, June 23, 2026



Point Vert and Cultivert in Combourg: A single, modernized site serving local customers and farmers

Eureden has announced the consolidation of its retail activities (Point Vert) and professional operations (Cultivert) at its site in the Moulin Madame business park in Combourg. This project, which includes a surface area expansion and landscape remodeling, aims to offer a modernized customer experience and introduces a brand-new "Espace Pro" (Pro Space) dedicated to the agricultural sector.

Operating since 2009 with a 2,300 m² retail area in the Moulin Madame business park, the Combourg Point Vert store is about to reach a new milestone. Eureden has chosen to relocate the activities of its historic downtown site to this location. The downtown site previously operated under the Cultivert brand, serving cooperative members and professionals. This consolidation required a relocation and expansion permit, adding 1,166 m² to the existing site (including a new outdoor exhibition area). Everyday consumers, farmers, and industry professionals will now benefit from a single hub of expertise and enhanced accessibility.

An enriched and diversified commercial offer

The new complex combines the best of both brands through optimized spaces.

- For the general public (Point Vert): Spaces dedicated to gardening, outdoor decor, indoor plants, and a *Terroir* area highlighting local regional products. The pet department offers a comprehensive range of products for pets (dogs, cats) and livestock (backyard poultry, horses). A clothing department also features a wide selection dedicated to personal protection and safety.
- For professionals and Eureden cooperative members (Cultivert): A high-performance technical offer including a large hardware/DIY section, specific ranges for livestock buildings, and tailored services adapted to farmers' needs.

The site's daily momentum and customer service are driven by a team of 9 employees, supported by expert technicians specialized in building layouts, green spaces, and horticultural production.

A new concept: the Espace Pro

The highlight of this site is the integration of an *Espace Pro*, designed to meet the specific daily needs of cooperative members more efficiently. This concept, already rolled out in Lamballe (22) and Grandchamp (56), offers:

- Privileged access: A dedicated entrance and an exclusive advisory desk for a quick, personalized welcome.
- A comprehensive offer: An expanded range of products and services tailored to the daily needs of professionals.
- On-the-field expertise: A team of technicians providing free on-site farm visits to study projects and deliver custom solutions.

Environmental performance at the heart of the project

In line with the Eureden Group's CSR commitments, particular attention was paid to the renaturalization and energy performance of the Moulin Madame site:

- Green spaces and water management: The existing parking lot, which was previously 100% covered in impermeable asphalt, has been deeply transformed. Twenty-one trees of various species and numerous flowering shrubs have been planted. Additionally, 55 permeable parking spaces were created to optimize rainwater management, complemented by the construction of a dedicated retention basin.
- Renewable energy: The construction of the new building was leveraged to install rooftop photovoltaic panels, enabling local green energy production.
- Soft mobility: To encourage eco-responsible transportation modes, the parking lot was directly connected to adjacent pedestrian walkways, and an 8-bike capacity shelter was installed.

According to Dominique Blanchard, Director of Eureden's Distribution Branch:

"This consolidation in Combourg illustrates our desire to modernize our distribution networks by combining local proximity with professionalism. By bringing Point Vert and Cultivert together on a single, better-adapted site, we are reaffirming our local roots to serve the region's residents and farmers."

About Point Vert / Cultivert in Combourg

- Contact details: ZC Moulin Madame, 35270 Combourg – Tel: 02 23 15 03 03 – combourg.pv@eureden.com
- Team: Store Manager: Yvan Lefeuvre and a team of 9 employees
- Main departments: Gardening – Pet Supplies – Local Products – Clothing – DIY/Hardware – Agricultural Equipment
- Opening hours: Monday to Saturday: 9:00 AM to 12:15 PM and 2:00 PM to 6:30 PM
- Facilities: 720 m² store, 370 m² storage area, and 132 m² employee facilities – Outdoor equipment exhibition park.
- Services: Click & Collect via monmagasinvert.fr – Espace Pro
- Facebook Page: <https://www.facebook.com/PointVertCombourg>

About Cultivert, Magasin Vert, Point Vert, and our Espaces Pros (www.monmagasinvert.fr/espacepro)

Cultivert, Magasin Vert, and Point Vert are three specialized retail brands belonging to the Eureden cooperative group. Specialized in gardening, pet supplies, regional products, and agricultural equipment, they serve both professionals and individual consumers, placing local proximity, quality of service, and regional development at the heart of their mission. To meet the specific needs of professionals, *Espaces Pros* are being rolled out across our stores.

Key figures: 150 stores in Brittany and Vendée, 6 consulting technicians, nearly 1 million loyal and satisfied professional and retail customers with an NPS of 76.

About the Eureden Group

The Breton agricultural and food cooperative group Eureden brings together 16,000 farmer-members and 8,000 employees around a shared ambition: good food for everyone, with a constant focus on meeting consumer and societal expectations.

Reflecting a region of mixed farming and livestock, the Eureden cooperative unites a wide diversity of crop (cereals, vegetables) and animal (milk, beef, pork, poultry, eggs) production. To maximize this expertise, the Group is structured around 5 business branches (Agriculture, Eggs, Meat, Vegetables & Ready Meals, Distribution). It operates 40 industrial sites, 150 stores for farmers and the general public, as well as a portfolio of strong brands including d'aucy, Globus, Paysan Breton, Cocotine, Aubret, and Point Vert/Magasin Vert.