

Non-Food specialist formats

The specialist formats made use of the 2018 financial year to strategically refine their online shops. On top of this, they also continued to develop their brick-and-mortar stores, and their innovative sales concepts and optimized sites proved a hit with customers. The success of the Non-Food area is indicative of the strategic importance of these measures: with its specialist formats alone, the Coop Group generated net sales totalling 7.3 billion francs in 2018. The Coop Group succeeded in maintaining or further increasing its market shares. Coop remains a strong presence in home electronics. This segment includes the specialist formats Interdiscount, Microspot.ch, Dipl Ing. Fust and Nettoshop.ch. In 2018, the net sales of the four formats totalled around two billion francs, which is an increase of 30 million francs compared with the previous year. Consequently, the Coop Group was also able to maintain its market leadership in this area.

Siroop wholly taken over by Microspot

As of 1 May 2018 Coop acquired Swisscom's 50% holding in online marketplace Siroop. The Microspot sales channel and Siroop have thus joined forces and Coop is expanding Microsoft into a key non-food platform. Microspot is already a successful, very well-established online platform that is widely known throughout Switzerland. Now that the business operations of Siroop AG have been taken over, the online expertise has been funnelled directly into the Microspot platform, so that the latter can be expanded in terms of product ranges and for third-party providers. This will also yield synergies. At the end of 2018, there were 201 000 products on the platform. Besides home and consumer electronics, customers can choose from products including toys, stationery, lighting, garden and DIY products, beauty products, watches and jewellery. Microspot also offers speedy same-day delivery.

New lifestyle furniture store Livique

At the start of September, Coop opened a lifestyle furniture store, Livique, which is based on a cutting-edge concept and a new direction. Livique has emerged from Toptip and, in future, will focus even more squarely on customers' individuality. The Livique concept is all about personalization and digitalization, with more than 100 million customizable furniture options. New digital solutions have been added to the online shop, and the branches offer realistic visualizations of the furniture options. With around 20 000 items on display, the range is exceptionally wide. The boutique area, with living accessories, home textiles, tableware and much more, is a prominent feature. Livique is the only furniture retailer in Switzerland with its own, integrated specialist lighting store: as Switzerland's number 1 lighting expert, Lumimart offers an exceptionally wide range of over 4 500 products. Thanks to virtual reality, customers at Lumimart can experience the lighting virtually in living spaces.

Coop Vitality creates new store concept

At the Biel-Bahnhof shopping centre, Coop Vitality has opened its first branch based on the new store concept. After several weeks of upgrading work while the store remained open, the new-look branch opened in March. The lighting, flooring and furnishings have been redesigned and create an inviting atmosphere. A total of five pharmacies have now had a makeover. Two of the standout features of the new concept are the advice available on medications and alternative medicine, and the numerous services offered by Coop Vitality. In the year under review, Coop Vitality introduced the diabetes check as a service. Customers receive comprehensive advice in the pharmacies and can take a long-term blood glucose test to determine their levels.

Christ pushes forward with its repositioning

In 2018, Christ successfully implemented the new store concept in four upgrades and one new branch. Nine of its stores have now been revamped, and the feedback from customers is very positive. In tandem with the modernization of the brick-and-mortar stores, the omnichannel processes are also being continually optimized. More than 60% of online customers now use the Click & Collect and Click & Reserve options, combining their online shopping experience with the expert advice and professional service provided by in-store staff. The Christ product range, particularly jewellery, has also now been switched to the new concept, and attractive core ranges such as diamond jewellery, pearls and gold and silvery jewellery impress with their price, quality and design.

Highlights from the Non-Food specialist formats

The table below lists the highlights during the year under review, along with a factsheet on each specialist format. For more information about the Coop Group's specialist formats, visit www.coop.ch/einkaufen.

 <p>Number one in the Swiss consumer electronics market</p> <p>▼ Factsheet</p>	<p>Number one in the Swiss consumer electronics market</p>	<ul style="list-style-type: none"> • Additional market shares gained • Strong growth of 41.9% in online orders • Opening of new logistics centre in Jegenstorf • Expansion of home electronics range to more than 110 000 items • New online shop launched • 3 new branches opened and 5 upgraded • Successful World Cup advertising campaign • 42.2% of online orders collected in-store • Positive customer evaluation based on mystery shopping and customer survey (Net Promoter Score)
 <p>Coop's non-food platform</p> <p>▼ Factsheet</p>	<p>Coop's non-food platform</p>	<ul style="list-style-type: none"> • Market position expanded • Increase of 14.4% in online sales • Opening of new logistics centre in Jegenstorf • Successful merger of Siroop and Microspot • Microspot developed into the Coop Group's non-food platform • Development of non-food ranges for "Office", "DIY & Garden", "Beauty & Perfume", "Home & Lighting", "Baby & Toys" and "Watches & Jewellery" • Range currently comprises over 201 000 items • New advertising presence with expanded ranges
 <p>The second-largest department store chain in Switzerland</p> <p>▼ Factsheet</p>	<p>The second-largest department store chain in Switzerland</p>	<ul style="list-style-type: none"> • Additional market shares gained • Implementation of new "Bellacasa" store concept in Aarau • Upgrading and expansion of the Zurich St. Annahof food department, including addition of a cheese humidor • Successful development of the first Coop to go in a Coop City in Winterthur • High level of customer acceptance of self-service checkouts for cosmetic and hygiene products in Zurich St. Annahof, Bellevue, Fribourg, Winterthur and Aarau • Successful implementation of the new shirt concept • New tableware concept rolled out • Positive customer evaluation of Coop City based on mystery shopping



Switzerland's
leading building
supplies store

- Market position consolidated as No. 1 in Swiss DIY stores
- Increase in sales
- New online shop launched
- Online shop expanded to over 61 000 products, and strong sales growth in the online segment of 22.1% compared with the previous year
- Rollout of new sales outlet design (new customer management and information system, info points and service communication); by the end of 2018, around 35 of 74 sales outlets had been upgraded
- Introduction of customer management in all sales outlets
- Creation of 2nd series of user videos (tutorials) with the claim "We help you get it done"
- Opening of modernized Rickenbach (TG) flagship store and Heimberg; opening of new Rümlang and Feuerthalen sales outlets
- Positive customer feedback on all relevant aspects based on a mystery shopping sales conversation

▾ Factsheet

LIVIQUE

The provider of
customized furnish-
ing solutions



The first choice for
lighting

- Rebranding and repositioning: Toptip becomes Livique
- Redesign of Lumimart logo
- Sales growth and increased market share
- Strong sales growth of 53% at online shops
- Gains in sales of customizable products; more than 100 million customized furniture options
- Introduction of upholstered furniture configurator as a digital sales tool
- Introduction of virtual reality point at Lumimart
- New Lumimart Rickenbach (TG) and Lumimart Niederwangen (BE) stores opened
- Reopening of upgraded and modernized Livique Spreitenbach and Livique Egerkingen stores
- Customer satisfaction at Livique and Lumimart rated very positively

▾ Factsheet

IMPORT PARFUMERIE

The leading Swiss
provider of prestige
perfumes

- Market leader in perfume market with gain in market share
- Sales growth of 35.9% in the online shop
- Sales growth in bodycare and make-up: expansion of distribution of cosmetics brands (The Balm and Urban Decay)
- Launch of Steinfels Swiss own-label brand "In'touch"
- Strong growth in ordering in-store from online range ("Order on Behalf")
- 24.4% increase in range of items in online shop
- Total of 8 branches upgraded to the new look
- Import Parfumerie and Estée Lauder Group opened a shop-in-shop with the Mac cosmetics brand in Coop City Zug
- Customer survey reveals pleasing assessment, Import Parfumerie is seen as a price leader and "lifestyle" provider

▾ Factsheet



The prime destination for watches and jewellery

- 71.1% sales growth in online shop
- Successful expansion of omnichannel activities “Click & Collect”, “Click & Reserve” and “Order on Behalf”
- Upgrading of Spreitenbach, Emmenbrücke, Carouge and Steinhausen stores
- A total of 7 upgraded stores performed better on average than the previous year
- New store opened at the Glattzentrum in April
- Expansion and growth in own-label jewellery brand
- Modernization and build-up of expertise at Eternity, Solitär and Trauring
- Big growth in Swiss-made watches
- Positive customer feedback regarding identity, expertise and friendliness

▼ Factsheet



Just the job: number one for electrical household appliances and upgrading your kitchen or bathroom

- Market share gains in electrical appliances
- Net sales again top the billion mark: 1.03 billion francs
- Sustained strong growth of 25% in online business
- Support for sales process with tablets in stores
- IT infrastructure redeveloped based on SAP
- Expansion of Oberbüren logistics centre: shell in place
- 10 more sales outlets modernized
- Positive customer evaluation based on mystery shopping, Google reports and own customer survey (Net Promoter Score)

▼ Factsheet



The biggest online shop for household appliances with personal advice and service

- Digitalization of route planning for home delivery service
- Relaunch of online shop with a responsive design
- Product range expanded by 10% to over 25 000 items
- Faster delivery speed
- Increased repurchase rates and customer satisfaction

▼ Factsheet



Everything that is good for your health, from prescription medicines to beauty products.

- Gains in market share
- Increase of 8.4% in net sales
- 228.9% sales growth in online business
- First influencer campaign completed
- Expansion of pharmacy network with 3 new locations in Oberwil, Ins and Matran
- Launch of new store concept at 5 locations: Biel, Matran, Rorschach, Feuerthalen and Flims
- Introduction of diabetes check service
- Expansion of own-label brands with launch of 3 new products

▼ Factsheet



The natural and sustainable cosmetics company

- Over 22.2% sales growth in online business
- The Body Shop Switzerland celebrates its 35th anniversary
- Click & Collect introduced in all branches
- Further modernization of sales outlets
- “Forever Against Animal Testing” petition for the enforcement of a worldwide ban on animal testing for cosmetic purposes, with 8 million signatures from around the world, submitted to the UN on 4 October

▼ Factsheet



The market leader in Switzerland, with a wide network of Coop filling stations

- Additional market shares gained
- Photovoltaic units now fitted at 6 filling stations
- Reka Money introduced as payment for fuel
- From 1 February 2018, filling station employees benefit from a national collective employment agreement

▼ Factsheet

 Factsheet	<p>For warmth and well-being</p>	<ul style="list-style-type: none"> • Market shares increased in heating oil trade • New online shop: share of orders increased to 40% • The percentage of customers purchasing low-emission eco heating oil increases to 59% • Myclimate: option of CO₂ offsetting introduced
<p><i>BâleHotels</i></p> Factsheet	<p>Coop's hotel group</p>	<ul style="list-style-type: none"> • Hotel Victoria in Basel, Hotel Savoy in Bern and Hotel Pullmann Basel Europe reach 1st place in revenues per room compared with competition in the 4-star category • Reopening of Europe banqueting centre following renovation on 27.9.2018 • Complete renovation of BâleHotel Victoria (hotel and restaurant): construction work due to start in July 2019 • All Bâle hotels are ISO-certified for the next 3 years
 Factsheet	<p>The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays</p>	<ul style="list-style-type: none"> • Sharp rise in visitors with mobile devices due to launch of new website • Share of online sales increased to over 30% • More than 3 500 guests on cruises and tours
 Factsheet	<p>Leading fitness provider in German-speaking Switzerland</p>	<ul style="list-style-type: none"> • 9 further facilities opened • Expansion from 31 to 40 locations in 13 cantons; also in Lucerne, Solothurn and Bern cantons since 2018 • Further double-digit membership growth of 19%, to 38 000 • Range of own supplement products expanded; 21% increase in sales • Structures at Update Fitness aligned with strong growth: an additional 162 team members, bringing the total to 797 full or part-time employees
 Factsheet	<p>Tropical house with a restaurant</p>	<ul style="list-style-type: none"> • 86% increase in pikeperch production to 25 tonnes • Launch of "Osietra Caviar carat" and "Feuille de Caviar" • Exclusive supplier of Osietra Caviar to the Bürgenstock Resort • Wine list awarded Vinum Award • Dishwashing modules replaced; energy saving of over 20%