

Non-Food specialist formats

The specialist formats made use of the 2019 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 of over 7.5 billion francs in 2019, representing further growth in a declining market. Broadly speaking, the non-food formats succeeded in further increasing or maintaining their 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 2019, the net sales of the four formats totalled around 2.1 billion francs, which is an increase of 53.4 million compared with the previous year. Consequently, the Coop Group was also able to strengthen its market leadership in this area.

Microspot.ch becomes Switzerland's comprehensive non-food online shopping centre

In 2019, Microspot.ch evolved from a home and consumer electronics supplier to a comprehensive online shopping centre. The new direction is apparent not only in the substantial expansion of the range, but also in improved delivery and customer services, as well as visually in a new look with optimized online shop. From the world of the Coop Group alone, Microspot.ch incorporated more than 34 000 non-food products in the expanded range, including products of Coop Building & Hobby, Import Parfumerie and Christ Watches & Jewellery. The 1 000+ most popular own-label brands

over **400 000**
products in the range at
Microspot.ch.

of Coop – such as Naturaline, Qualité & Prix and Oecoplan – can also be found at Microspot.ch. Products of foreign distributors supplement the range. Microspot.ch stocks a total of 400 000 products. Individual Coop formats and selected third-party retailers have the option of selling their products on Microspot.ch under their own name and for their own account. Microspot.ch thus introduced a new marketplace functionality in the year under review.

Home delivery services have also been greatly expanded. Depending where they live, customers can take advantage of same-day or next-day delivery, including Saturdays. In addition, Microspot.ch launched the “same day delivery” services in the cities of Basel, Berne, Biel, Fribourg, Geneva, Lausanne, Lucerne, Olten, St. Gallen, Winterthur and Zurich. “Speed” labelled products ordered by 12 noon can now be delivered that same evening. All orders can also be collected at 450 Coop pick-up locations.

Dipl. Ing. Fust commissions extended logistics centre and rolls out SAP

On 12 September 2019, Dipl. Ing. Fust opened its new logistics centre in Oberbüren. Over a two-year construction period, the surface area of the former warehouse was doubled, logistics heavily automated and a floor added for offices. The structure has a giant roof-mounted photovoltaic system, which supplies the building with renewable energy. The 50 000 m² surface area provides storage for four times more products and reduces delivery times. Thanks to an automated small parts and high-rise warehouse, orders can be processed much faster. Deliveries are made from the Oberbüren site to all 156 Fust branches, twelve home delivery depots and all customers of the online shop. The new logistics centre also houses state-of-the-art Fust repair workshops for a wide array of product groups, and a call centre for the repair service.

Dipl. Ing. Fust introduced SAP at the start of the year. The company had already introduced new stock management and route planning software for the home delivery service back in 2016. In 2018, Dipl. Ing. Fust issued sales advisors at the branches with a tablet. The new SAP system now links up all IT systems. Fust successfully implemented the first phase of the introduction of SAP as a comprehensive IT system, when the “Kitchen and bathroom” and “Building management” areas went live. The introduction of SAP for all retail processes is scheduled and underway for next year. For 2020, the company plans to connect all branches and the online shop to the software. The GK cash register systems will be connected at a later date.

Coop City opens Zurich St. Annahof following revamp

After eight months of refurbishment work, Coop City St. Annahof on Bahnhofstrasse in Zurich opened in mid-November with the new “Bellacasa” store design, which has already been successfully applied to a dozen sales outlets throughout Switzerland. On six levels, with around 10 000 square metres of retail space, visitors can find everything they would expect in a modern department store.

Import Parfumerie launches customer club

Import Parfumerie launched its first-ever customer club in June. Called “The Member Club”, Import Parfumerie offers members a 10% welcome discount, a welcome gift, exclusive discounts as well as invitations to events, loyalty gifts and much more. The bonus programme has three membership levels: Bronze, Silver and Gold. The higher the level, the more benefits members of “The Member Club” receive, in addition to the usual Superpoints. The Coop Supercard doubles as the membership card for Import Parfumerie’s club. By the end of 2019, “The Member Club” already had 34 500 members.

Service 7000 and Schubiger Haushalt join forces

The organizations of Service 7000 AG and the B2B business of Schubiger Haushalt (a subdepartment of RS Vertriebs AG) were merged with effect from 1 October 2019. Since then, the two companies have been jointly providing their support services. Service 7000 AG is a specialized household appliances service organization for professional property managers. Stock management and administration for the joint service organization has been handled centrally since October, from Service 7000 AG’s head office in Netstal. Schubiger Haushalt’s internal sales force remains in St. Gallen. Both providers continue to operate under their old brand names. The merger improves the quality of repair and exchange services.

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.

	Number one in the Swiss consumer electronics market	<ul style="list-style-type: none">• Further gains in market share• Strong growth of 30% in online orders• 43% of online orders collected in-store• Live stock information now shown in the online shop for items available in branches• New facility for product ratings in the online shop• 2 new branches opened in Basel and Wattwil; 9 branches upgraded• Enhanced employee skill levels and customer experience, thanks to new sales trainers• New delivery service for large appliances• New support services, including online purchase of Mobile Protection• Customer satisfaction higher, according to market research and customer survey
▼ Factsheet		
	Switzerland's online shopping centre	<ul style="list-style-type: none">• Market position further expanded• Increase of 15.2% in online sales• Complete rebranding, with the new logo and design, as well as improved website with new online support services• Repositioning as Switzerland's online shopping centre in the non-food segment, with over 400 000 articles• More than 34 000 non-food products of the Coop Group added to range, including more than 1 000 own-label brands• Launch of the marketplace function: third-party retailers sell products on Microspot.ch under their name and for their own account• Continual expansion of the range, by linking up selected distributors and merchants• Same day delivery in 11 major Swiss cities: orders of speed items placed by 12 noon are delivered to the front door that evening, in CO2-free electric vehicles; speed items ordered by 6 p.m. are delivered the next day anywhere in Switzerland, including Saturdays.• New collection facility at 450 Coop pick-up locations• Customer contact also via Chat, WhatsApp and call-back service• New advertising campaign with claim: "Lacking something? We've got it."
▼ Factsheet		



The second-largest department store chain in Switzerland

- Further gains in market share
- Implementation of new “Bellacasa” store design in St. Annahof Zurich
- Refurbishment and extension of food department in Coop City Lausanne Au Centre, with new additions including a cheese humidor
- Opening of integrated Coop-to-go branches in Coop City Zurich St. Annahof and Lausanne Au Centre
- High level of customer acceptance of self-service checkouts for cosmetic and hygiene products in Zurich St. Annahof, Zurich Bellevue, Fribourg, Winterthur, Aarau, Bern Ryfflihof, Baden, Olten, Geneva Plainpalais, Geneva Fusterie, Lausanne Au Centre and Basel Pfauen
- Successful implementation of the new trouser concept
- Successful reopening following remodel in the Coop Volkiland shopping centre, Volketswil
- High level of customer satisfaction according to market research

▾ Factsheet



Switzerland's leading building supplies store

- Market leader in DIY stores
- Increase in sales
- Strong growth in online business of 41.1%
- Omnichannel leader in the “Home DIY” category according to study by Google/VSV (Verband Schweizerischer Versandhandel)
- Strengthening of sales organization with 4 regions
- First trial of self check-out in the Swiss DIY store sector
- Expansion of Interlaken sales outlet, and remodelling and refurbishment of Zurich-Oerlikon sales outlet
- Opening of Murten combined store
- Pilot of immediate “Annanow” delivery at the Zurich-Letzipark sales outlet
- 30 years of Coop Oecoplan: successful anniversary of Switzerland's first sustainability brand, with sales growth of 4.6%
- Discontinuation of potentially invasive neophytes
- Increase of 5.4% in sales of Pro Specie Rara
- High level of customer satisfaction increased, according to market research

▾ Factsheet



The provider of customized furnishing solutions

- Sales growth and increased market share
- Strong sales growth of 53.6% at online shops
- Lumimart is the market leader for lighting
- The Livique brand, which was launched a year ago, becomes hugely popular
- Gains in sales of customizable products; more than 100 million customized furniture options
- Expansion of digital sales assistants to bedrooms and dining rooms



The first choice for lighting

- New Lumimart Steinhausen opens
- Reopening of upgraded and modernized Livique Egerkingen and Livique Cham stores
- Even higher level of customer satisfaction at Livique and Lumimart

▾ Factsheet

IMPORT PARFUMERIE

The leading Swiss provider of prestige perfumes

- Market leader in perfume market and market share gains
- Sales growth of 25.1% in online shop
- Strong growth in ordering in-store from online range
- Range in online shop expanded by 10%; expansion of distribution with cosmetics brand MAC
- Omnichannel leader in the market according to study by Google/VSV (Verband Schweizerischer Versandhandel)
- Launch of “The Member Club” with 34 500 members
- Opening of new locations Shopping Arena St. Gallen and Gäupark Egerkingen
- Total of eight branches upgraded to the new look
- Introduction of makeup toolbelts and flash make-up for all employees in sales
- Import Parfumerie and Estée Lauder open another shop-in-shop with the MAC and AVEDA cosmetics brands in Coop City Lausanne Au Centre
- Higher overall customer satisfaction

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CHRIST

Watches & Jewelry

The prime destination for watches and jewellery

- 43.7% sales growth in online shop
- Online range expanded by 12%
- Omnichannel leader in the “Jewellery & Watches” category according to study by Google/VSV (Verband Schweizerischer Versandhandel)
- New Christ Bahnhofstrasse Zurich opens
- Refurbishment of the Jelmoli Zurich, Coop City Lausanne Au Centre and Volketswil branches
- Expansion and growth in own-label jewellery brand
- Modernization of wedding ring segment, development of the Christ bridal collection (diamond jewellery, engagement and wedding rings)
- Expansion of third-party brand range in the areas of fashion watches and jewellery as well as genuine jewellery
- Strong growth in Swiss-made watches and above-average growth in the Christ own-label brand
- Positive customer feedback regarding identity, expertise and friendliness

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FUST

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

- Market share gains in electrical appliances
- Sustained strong growth of 24% in online business
- Support for advisory process with tablets in stores
- IT infrastructure redeveloped based on SAP
- Opening of expanded and automated logistics centre in Oberbüren
- 5 new stores opened, 6 modernized
- Strengthening and focusing the range of services for property managers under the Service 7000 and Schubiger Haushalt brands.
- Even higher level of customer satisfaction based on market research by GfK and own customer survey (Net Promoter Score)

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 <p>netto.ch Wir lieben Haushalt</p>	<p>The biggest online shop for household appliances, with personal advice and service</p>	<ul style="list-style-type: none"> • Further increase of 3% in net sales • Introduction of new support services (delivery time slots, extended warranty) • Delivery times shortened • Online advice now available via Chat feature • Expansion of 1:1 marketing via new e-mail marketing platform • Higher repeat purchase rates and customer satisfaction ratings
<p>▾ Factsheet</p>		

	<p>Everything that is good for your health, from prescription medicines to beauty products.</p>	<ul style="list-style-type: none"> • Gains in market share • Increase of 5.8% in net sales • Sales growth of 122.3% in the online business; presence stepped up on social media, on Instagram and Facebook • Launch of free hotline for over-the-phone advice from pharmacists • Launch of Coop Vitality app with digital medication plan • Expansion of pharmacy network, with six new pharmacies in Basel Erlenmatt, Uster, Zurich Airport, St. Gallen Shopping Arena, Murten, Châtel St-Denis and two takeovers in Delémont and Mellingen • Rollout of new store concept at four locations: Jona, Volketswil, Oftringen, Kriens Schappe • Launch of Taping and Burgerstein Microcare services • Increase in sales of generics and own-label brands
<p>▾ Factsheet</p>		

	<p>The natural and sustainable cosmetics company</p>	<ul style="list-style-type: none"> • 10.8% sales growth in online business • Implementation of new store design in Winterthur and Oftringen • Modernization of Zurich Letzipark sales outlet • New Volkiland branch opened • New look and enhanced functionality for customer club app • The Body Shop sets the target of becoming the most sustainable beauty retailer by 2030 • 25th anniversary of Shea community trade programme in Ghana • New community trade plastic programme in India, the first in the world: in the first year, The Body Shop removes 250 tonnes of plastic from the environment • Customer satisfaction: industry champion in the industry monitor Schweizer Branchenmonitor 2019/2020 in the area of "Shopping, Fashion & Lifestyle"
<p>▾ Factsheet</p>		

	<p>The market leader in Switzerland, with a wide network of Coop filling stations</p>	<ul style="list-style-type: none"> • Additional market shares gained • Hydrogen: two additional facilities planned in 2020 (Crissier and Dietlikon) • Over 35 locations have AdBlue on fuel pumps • Cooperation with HitchHike at more than 100 locations
<p>▾ Factsheet</p>		

	<p>For warmth and well-being</p>	<ul style="list-style-type: none"> • Percentage of orders in the online shop increased to 44% • Percentage of customers purchasing low-emission eco heating oil increases to 63% • Option of CO₂ offsetting via Myclimate
<p>▾ Factsheet</p>		

<i>BâleHotels</i>	Coop's hotel group	<ul style="list-style-type: none"> • Full renovation of BâleHotel Victoria completed • Takeover of restaurant in Hotel Baslertor by Coop's catering and restaurant business on 1 July • Restaurant Les Quatre Saisons will be repurposed as a banqueting/event space on 1 January 2020 • Detailed planning of Project Märthof with hotel and catering completed; construction work commences at the end of 2019
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	The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays	<ul style="list-style-type: none"> • Launch of dynamic booking system (combining flights with hotel rooms on a single digital platform) • City breaks added to the product portfolio • Percentage of online sales grows to 34%
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	Leading fitness provider in German-speaking Switzerland	<ul style="list-style-type: none"> • Expansion from 40 to 48 locations in 13 cantons; 3 facilities get a facelift • Membership grows by 19.3%, sales by 21.8% • 101 people added to the team; now 898 full and part-time employees • New premises for Central Eastern Switzerland; new West base in Ostermundigen
 Factsheet		
	Tropical house with a restaurant	<ul style="list-style-type: none"> • Net sales up 15% compared with previous year • Perch and pike perch production increased by 30% • 34% rise in volume of caviar sold • Launch of pre-portioned frozen caviar for events and banquets • Lighting in public area switched to LED
 Factsheet		