

Non-Food specialist formats

During the lockdown, from 16 March to 27 April, all non-food specialist formats had to close. Over 1 000 sales outlets and more than 13 000 employees were affected. Immediately after the closure of the sales outlets, Coop set up an internal job centre to arrange work for the staff from the non-food formats in the sales outlets, logistics and manufacturing. This unparalleled solidarity enabled us to cope with the challenges of the supermarkets that remained open, as well as logistics and manufacturing. In November and December, the cantons of Geneva (from 2 to 23 November), Solothurn and Aargau (from 27 December) again closed sales outlets with non-food products. Thanks to the already well-established omnichannel strategy, the loss of sales in physical stores suffered by the individual formats was, to some extent, cushioned by the sharp rise in sales of the respective online platforms. Thus, despite the closures, the non-food formats generated net sales of over 7.2 billion francs and succeeded in further increasing 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 2020, the net sales of the four formats totalled around 2.1 billion francs, which is an increase of 41 million compared with the previous year. Consequently, the Coop Group was also able to strengthen its market leadership in this area.

Non-food staff deployed in supermarkets during lockdown

The lockdown ordered by the Federal Council resulted in the closure of the non-food formats for 8 weeks from 16 March 2020. Only the Coop Vitality pharmacies remained open, maintaining their daily commitment to customers' health. Owing to the closure of the sales outlets, thousands of staff were redeployed in other areas of Coop, such as the supermarkets, logistics, and customer service. By pulling together, throughout this challenging time Coop continued to fulfil its mandate of providing the population with basic supplies across all formats. The health and safety of employees and customers were paramount at all times. On 27 April 2020, Building & Hobby markets very successfully resumed trading, followed by the remaining non-food formats on 11 May 2020.

Strong demand for online shops during Covid

Thanks to heightened demand, the online shops of the trading formats set new records in recent months, particularly on Black Friday/Singles Day. At Building & Hobby, orders quadrupled in the space of one week in spring. With people working from home, Interdiscount experienced increased demand for computers, laptops, headsets etc. and Microspot.ch recorded an increase in all areas of the non-food range after the stores closed. The new logistics platform in Jegenstorff enabled the increased order volume to be accommodated. At Livique and Lumimart, online sales rose steadily from the start of lockdown, exceeding the previous year four or fivefold. Import Parfumerie recorded a record number of orders on Easter Monday. Although the Coop Vitality pharmacies remained open, customers placed far more orders than usual in the online shop. At The Body Shop, hand soaps and hand creams were the biggest sellers, and in some instances were responsible for a fourfold increase in online orders from March onwards. In the first week of April, Christ Watches & Jewellery shone, with record orders leading to a dazzling result. Thanks to the new automated warehouses in logistics, Dipl.Ing. Fust AG fulfilled the very high number of customer orders on a daily basis. As Switzerland's biggest online retailer of household appliances, Nettoshop reflected the spirit of the times during the Covid crisis, enjoying very high customer demand.

Rebranding: Livique making good headway

Livique has performed very well in recent years, with growing sales and market shares. Its repositioning and rebranding has established Livique as a modern, inspirational furnishing provider in the mid-price segment. The Covid crisis has heightened the need among customers to make themselves comfortable at home and invest in an attractive living environment. Thanks to telephone consultations and a huge surge in online sales, Livique's sales held steady at a high level during lockdown, and increased at a fast pace once the stores re-opened. One year after its rebranding, the still-young Livique brand has achieved considerable recognition, which was boosted further in 2020. The larger range of customizable furniture and the expansion of the Etoy and Heimberg locations have kept Livique on an upward trajectory.

Coop Vitality now delivers prescription-only medicines

Medicines available only on prescription can now be easily and quickly ordered online from Coop Vitality. An option not previously available for prescription medicines, this has now been an option for the past year thanks to the online mail-order pharmacy. To use this free service, customers must first leave the original prescription at a Coop Vitality pharmacy, or use the prescription upload facility online. They use their online account on the Coop Vitality website to then easily order their medicines. Repeat orders can be placed at any time. Subject to availability, online orders received before 11.30 a.m. are delivered by post to the customer's home one to two working days later.

Sustainable parcel packaging machine for Interdiscount and Microspot.ch

An innovative, fully-automated packaging facility enables more efficient and sustainable parcel dispatch from the logistics centre in Jegenstorf. The new system, which is able to prepare a customized shipping parcel for any product, will remove the need for fillers in future. The 24 metre-long and 16 metre-wide machine processes up to 600 parcels, packaging them all in sustainable recycled cardboard. Now, the only manual action is placing the items on the feed belt to the packaging machines; all the other processes are automated. The finished parcels are carried on a conveyor belt via a parcel chute to the loading area. Coop chose a regional manufacturer as its partner for this innovative system. The packaging machine was put into operation in autumn 2020.

Fust Group biggest provider of household appliance servicing

With more than 500 service professionals employed by the Fust Group (Fust, Service7000, Schubiger Haushalt) making visits to customers on a daily basis, Fust is the biggest Swiss provider of installation services and servicing for household appliances. Fust primarily serves private customers, with appliance deliveries and repairs throughout the home which cover the whole range of household and multimedia appliances, as well as complete kitchen and bathroom remodels. The services provided by Service7000 and Schubiger Haushalt are geared to the specific needs of property managers and the rental properties they look after. Continuing Fust's commitment to digitalization, a proprietary Internet portal, along with a handy smartphone app for quick service reports further simplify customer interaction.

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

- Covid-related closure of sales outlets during lockdown
- Strong online growth of 40.4% due to lockdown
- 50th anniversary celebrated with attractive customer offers
- High customer satisfaction increased
- 3 new stores, 6 remodels
- Launch of attractive flat-rate mobile package with Coop Mobile Plus
- Nationwide launch of same-day delivery with "Annanow"
- Further expansion of logistics services thanks to extended logistics facility, new packaging machine, and parcel chute



Switzerland's online shopping centre

- Up to fourfold increase in sales during lockdown
 - Market position further consolidated
 - Number of purchasing customers increased
 - Ever-growing range now comprises around 500 000 items
 - Reopening of showroom at Zurich main station in a new location, with a new look
 - New, fast contact option introduced for customers, using Spoty chatbot
 - E-commerce logistics expanded with new packaging machine
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The second-largest department store chain in Switzerland

- Covid-related closure during lockdown (except food)
- Further gains in market share
- High level of customer satisfaction according to market research
- High level of customer acceptance of self-service checkouts for cosmetic and personal care products
- Integrated Coop-to-go branch opened in Coop City St. Gallen
- New “Bellacasa” store concept implemented in Au Centre Lausanne and Coop City, St. Gallen
- New ceiling concept, enhanced customer-friendly checkouts in Non Food and new cloakroom concept in St. Gallen successfully implemented



Switzerland’s leading building supplies store

- Covid-related closure of sales outlets during lockdown
- Strong growth of 88.3% in online business
- Expansion of online dispatch logistics
- Market leader in DIY stores
- Market share expanded
- Increase of 16% in Oecoplan sales
- 100% of Christmas trees from Switzerland
- Pilot of machinery hire
- Intensified social media activities, launch of Building & Hobby Instagram channel
- Winner of the Digital Commerce Award with “Best Feature” (location and shelf-specific product localization)
- Opening of Oftringen combined store
- Roll-out of modern online customer ordering option with expanded range in all sales outlets
- Launch of immediate delivery from 18 sales outlets
- Further development of environmentally-friendly pesticide range, in partnership with the School of Agricultural, Forest and Food Sciences HAFL, Bern
- New advertising presence



The provider of customized furnishing solutions

- Covid-related closure of sales outlets during lockdown
- Telephone consultations/sales during lockdown
- Strong growth of brick-and-mortar business despite Covid
- Sales growth of 116.6% at online shops
- Strong gains in market share
- Huge increase in recognition of the Livique brand
- Successful repositioning on the market: establishment of Livique as an expert in home furnishings in the mid-price segment
- Opening of new Livique store in Etoy



The first choice for lighting

- Lumimart is the market leader for lighting
 - Smart home exhibitions developed and rolled out at Lumimart
 - Relaunch of “Lumicard” B2B programme and launch of “Livique Professional”
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IMPORT PARFUMERIE

The leading Swiss provider of prestige perfumes

- Covid-related closure of sales outlets during lockdown
- Market leader in the prestige beauty market in Switzerland
- Significant market share gains, particularly in personal care and make-up
- Sales growth of 68.7% in the online shop
- Higher overall customer satisfaction
- Substantial increase in regular customers in “The Member Club”
- Redesign of online shop with the focus on mobile pages and a more modern look
- 23.3% increase in range of items in online shop;
- Planning and roll-out of “New Generation” store concept at Winterthur station and in Vevey, Centre St. Françoise, St. Gallen City
- Opening of a new branch in the Neumarkt shopping centre in Zurich-Altstetten
- Once again omnichannel leader on the market according ORI Study 2.0

CHRIST

Watches & Jewelry

The prime destination for watches and jewellery

- Covid-related closure of sales outlets during lockdown
- Lockdown accelerated online growth by 83.8% in all product categories
- Successful resumption of in-store trading after lockdown, with pleasing sales growth year-on-year
- Further rise in customer satisfaction with all-round presentation and after-sales service (expertise and friendliness)
- Persistently strong growth in genuine jewellery for the Christ own-label brand and third-party fashion brands
- Once again omnichannel leader according to ORI Study 2.0 in the “Jewellery & Watches” category
- New Christ presence implemented in more branches, successful remodels of the St. Gallen and Bern Wankdorf branches

FUST

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

- Covid-related closure of sales outlets during lockdown
 - Relevance of online channel much greater due to effects of Covid pandemic, strong growth of 76.3%
 - Market share gains in electrical appliances
 - High level of customer satisfaction based on market research by GfK and own customer survey (Net Promoter Score)
 - Successful launch of a modern ERP solution
 - New logistics centre proves a resounding success
 - SAP-based business processes and numerous new peripheral systems modernized
 - Instant appointments for home delivery during sales conversation
 - Points of sale: 2 modernizations, 1 closure
 - Strengthening and focusing the range of services for property managers under the Service7000 and Schubiger Haushalt brands.
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	<p>The biggest online shop for household appliances with personal advice and service</p>	<ul style="list-style-type: none"> • Demand increased due to Covid, online growth of 23.8% • Higher customer satisfaction ratings • Garden, tableware, mobility and leisure ranges expanded • More new support services (delivery slots, extended warranty) across whole range • Delivery times further shortened
	<p>Everything that is good for your health, from prescription medicines to beauty products.</p>	<ul style="list-style-type: none"> • Increase of 9.1% in net sales • 127.9% sales growth in online business • Introduction of online ordering and shipping for prescription medicines • Gains in market share • Expansion of pharmacy network with three new stores in Langenthal Tell, Vich and Chur Quader, as well as two takeovers in Bubendorf and Gossau • Roll-out of new store concept at four locations: Oerlikon, Oberwil, Rickenbach and Arena St. Gallen • Launch of “Primary Care” (initial medical advice) and dispensing of prescription medicines (without prescription from doctor) • Increase in sales of generics and own-label brands
	<p>The natural and sustainable cosmetics company</p>	<ul style="list-style-type: none"> • Covid-related closure of sales outlets during lockdown • 106.5% sales growth in online business • Relaunch of e-shop with new design and functionalities • Start of roll-out of international brand rejuvenation programme • Target: most sustainable beauty retailer by 2030 • Community trade plastic programme in India: in the second year, The Body Shop removes 550 tonnes of plastic from the environment • Successful collection campaign benefiting Swiss women's shelters
	<p>The market leader in Switzerland, with a modern network of Coop filling stations</p>	<ul style="list-style-type: none"> • Market share: additional market shares gained • Hydrogen: opening of two facilities at the beginning of 2021 in Crissier and Berne. Two more facilities planned during 2021 • AdBlue fuel pumps at 50 locations
	<p>For warmth and well-being</p>	<ul style="list-style-type: none"> • Popular online shop: share of online orders increased to 50% • Low-emission eco-heating oil: percentage of customers rises to 69% • myclimate: option of CO₂ offsetting

<i>BâleHotels</i>	Coop's hotel group	<ul style="list-style-type: none">• Hotel Baslertor/Victoria Basel and Savoy Bern closed from 15 and 20 March respectively due to Covid• Opening of Pullman and Victoria restaurants on 11 May• Reopening of Hotel Baslertor and Savoy on 2 June, followed by Hotel Victoria on 9 June• "Märthof" project, a 4-star boutique hotel in the heart of the historic old town of Basel, scheduled to open in summer 2021• Employee training on guest interaction and a service mindset: we are BâleHotels and our ethos is warm hospitality• From 1 January, Restaurant Les Quatre Saisons also operates as a pop-up restaurant (events, trade fairs, Advent)• ISO 9001 recertification obtained until 2022
	The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays	<ul style="list-style-type: none">• Like the rest of the travel sector, ITS Coop Travel saw business decimated by the Covid pandemic• High customer satisfaction with Covid crisis management• Successful adjustments to range due to travel restrictions• Further development of e-commerce tools
	Leading fitness provider in German-speaking Switzerland	<ul style="list-style-type: none">• Despite a full lockdown for two months, membership grows by 3.6%• Introduction of extended opening hours of 111 hours per week at more than 50 locations• Free online courses during lockdown• Another 8 locations added, bringing the total from 48 to 56 facilities• Proprietary member software implemented
	Tropical house with a restaurant	<ul style="list-style-type: none">• Tropenhaus Frutigen had to shut during lockdown.• Significant increase in added value from caviar (up 16%) and sales per guest in the catering area (up 12%)• Pleasing customer feedback with 98% points for recommendation and expectations met, all other values above 90%• Whitefish production stepped up and pike perch production scaled back
