

## Non-food specialist formats

### Coop is committed to Jumbo

Coop acquired Swiss DIY store chain Jumbo from Maus Frères SA following the unqualified approval of the Competition Commission. The Jumbo and Building & Hobby brands will be combined and, going forward, marketed under the Jumbo name as a specialist format of the Coop Group. Coop is committed to combining Jumbo's DIY expertise with Building & Hobby's sustainable products and garden and crafting range. In future, Jumbo will represent the best of both worlds and will be far and away the leading Swiss DIY store. Jumbo's network of 40 sales outlets perfectly complements the existing 84 Building & Hobby locations. By acquiring Jumbo, the Coop Group is consolidating its market leadership in the DIY store segment. Jumbo will now be the leader in sustainability, expertise and price.

### New Coop-City.ch online shop

Since the start of November, Coop City customers have had the option of shopping easily and quickly online, thanks to the new Coop-City.ch online shop. Its numerous ranges include toys, household and cosmetics and personal care, with more than 13 000 products in all. These include Coop own-label brands Naturaline and Naturaline Swiss Cosmetics, the labels for fair fashion from organic cotton and sustainable cosmetics, along with numerous other popular third-party and own-label brands. Orders can be delivered to the customer's chosen address, or collected at one of 450 Coop pick-up points.

### Coop Vitality supports efforts to combat the pandemic

In the second year of the pandemic, Coop Vitality remained a key provider of basic medical supplies. With 88 pharmacies across Switzerland, Coop Vitality is a major partner to healthcare authorities and stakeholders. Coop Vitality overcame the challenges and supported customers by providing them with additional services alongside its stock-in-trade as a pharmacy. Coop Vitality staff provided a home delivery service for at-risk patients and handed out Covid self-testing kits. Within a very short space of time, Coop Vitality created new services. Covid-19 vaccinations are available at numerous Coop Vitality's pharmacies, and a number of pharmacies offer PCR tests and/or rapid antigen tests.

### New store layout for Import Parfumerie

Import Parfumerie invested in its physical stores, introducing a new store concept. The Winterthur Station, Rapperswil, Centre St. François in Lausanne, St. Gallen Coop City, Zurich Bahnhofstrasse, Zurich Sihlcity Shopping Centre and Geneva Rue de Rive branches have been transformed. As well as a modernized store, the new concept incorporates numerous services. Some of the new locations have a printing machine which customers can use to personalize their new perfume bottle or add a personal dedication to a gift ribbon. In addition, there is a digital tool for customers to test various make-up looks on their own face without touching the products. During the year under review, Import Parfumerie's online range was expanded with new face, hair and bodycare products. The online shop also stocks products bearing the "Pro Ocean", "Pro Nature" and "Pro Animal" labels to denote compliance with Import Parfumerie's Clean Beauty Guidelines.

### The Body Shop has a new store layout and refill stations

Going back to its roots: since July, The Body Shop in Bern has had a new store concept. The new layout alludes to the early days of "The Body Shop" brand and reflects the revolutionary vision of its founder, Anita Roddick. Reusable containers replace plastic – the upgraded branch in Bern is the first to have a refill station. Since November there has been another refill station in the upgraded store in Lausanne. Shower gels, hand soap, shampoo and conditioner can be refilled in reusable aluminium bottles. Switching to refill avoids over 25 tonnes of plastic globally each year. The store design reduces The Body Shop's environmental footprint: the new shop is fitted with sustainable furnishings made from recyclable wood and recycled plastic. The Body Shop is in the process of gradually making its product packaging fully recyclable.

### Interdiscount invests in mobile advice in sales outlets

Since October, all employees at the 174 branches of Interdiscount in Switzerland have had personal, mobile devices which enable them to advise customers in a new way and enhance the customer experience. With the aid of small, handy tablets, the sales staff advise customers throughout the store and process sales. The expanded range and matching accessories for a chosen product can be visualized on the tablet in the online shop, and ordered right away. The modern devices have multiple uses, such as concluding contracts, product ordering, booking services, registering and querying repair orders, exchanging faulty items, and much more. More and more functionalities are constantly being added to the tablets.

### Update Fitness continues to expand

Considering the Covid measures and lockdown, update Fitness can look back on a good year. In the summer months, it welcomed more new guests than during the record year of 2019. The network increased to 59 locations in 14 cantons. The enforced time-out due to Covid was used to accelerate IT projects, switch more locations to remote supervision with extended opening hours, and develop structures for further expansion. More staff were recruited to cope with the expansion.

### New 4-star boutique hotel on Basel's Marktplatz

On 28 July 2021, the charming 4-star Märthof boutique hotel opened on Marktplatz in the heart of Basel. A total of 68 luxuriously designed rooms are spread over five floors. The eight "Marktplatz Junior Suites", with views over Marktplatz, offer a unique overnight experience. The Märthof also has a gym, a spa, a banqueting room and a roof terrace with unique views over the city of Basel. On the ground floor is the Bohemia Restaurant, with a large bar and a terrace on Marktplatz itself. Here, guests can enjoy exceptional food in a Bohemian setting. The Märthof is a real asset for Basel and is held in high regard by Basel locals and its international clientèle.

### Lockdown of non-food formats

The majority of non-food formats had to close from 18 January and did not reopen until 1 March. Unlike during the lockdowns in 2020, Coop Building & Hobby and Jumbo remained open, albeit selling a restricted range.

### Highlights from the non-food specialist formats

The table below lists highlights from the year under review. For more information about the Coop Group's specialist formats, visit [www.coop.ch/einkaufen](http://www.coop.ch/einkaufen).



The best home electronics shopping experience in Switzerland

- Customer satisfaction increased
  - High parcel volume during lockdown
  - Covid-related closure of sales outlets during lockdown
  - Faster, individual customer advice thanks to introduction of mobile advice in sales outlets
  - Launch of dispatch notification by selected parcel carriers
  - Expansion of the self-service tool (view order documents, purchase receipt and warranty/delivery note)
  - Introduction of Sales Force Service Cloud: a more efficient, faster way to resolve customer concerns.
  - Three relocations, two refurbishments
-



The best online shopping experience

- Sales growth of 7.3%
- Market position and recognition further increased
- Greater number of purchasing customers
- Customer satisfaction increased
- High parcel volume during lockdown
- Integration of more self-service features in the online customer portal (repair portal, view order documents, purchase receipt and warranty/delivery note)
- Customer chatbot Spoty now in French and Italian too
- More merchants added to Marktplatz (Ochsner Sport)
- Launch of dispatch notification by selected parcel carriers
- Former Moosseedorf showroom reopens at new location in Jegenstorf



The second-largest department store chain in Switzerland

- Further gains in market share
- Sharp rise in customer satisfaction
- High level of customer acceptance of self-service checkouts for cosmetic and personal care products
- Coop City online shop goes live with approx. 13 000 products
- Introduction of new, more customer-friendly checkouts in the non-food section of Coop City Lausanne St. François
- Work starts on implementing the new “Bellacasa” store concept in Coop City Lausanne St. Francois (completion in spring 2022)



Switzerland's leading building supplies store

- Total sales growth of 5.3%
- Rise of 2.6% in Oecoplan's sustainable sales
- Market leader in DIY stores
- Gains in market share
- Solid growth of 9.6% in online business
- Customer satisfaction increased
- Covid-related restrictions on ranges that could be sold during lockdown
- New ranges and product presentation successfully implemented for handheld and electric power tools and grilling appliances/accessories
- Roll-out of machinery hire
- Launch of French-language Instagram channel
- Winner of Digital Commerce Award in the “Home & Living” category
- Refurbishment of Gossau store



Switzerland's leading building supplies store

- Total sales growth of 5%
  - Online growth of 9.3%
  - Rise in customer satisfaction
  - Covid-related restrictions on ranges that could be sold during lockdown
  - Launch of “Renovo” brand for paints in cooperation with Hagebau
  - Successful relaunch and new display for bicycle accessories
  - As of August, part of the Coop Group
  - Roll-out of self-scanning checkouts in 19 sales outlets
  - Basel-Stadt sales outlet greatly extended
-

---

## LIVIQUE

The provider of customized furnishing solutions

- Strong growth of brick-and-mortar business
- Online growth of 12.1%
- Strong gains in market share
- Greater awareness of Livique brand
- Rise in customer satisfaction
- Successful repositioning on the market: establishment of Livique as an expert in home furnishings in the mid-price segment
- Launch of the “Swiss Collection” umbrella brand, under which Swiss-made ranges by 10 Swiss manufacturers are sold
- “Willisau”, “Superba Ateliers Suisse” and “Intertime” brands added to furniture range
- Opening of new Livique store in Heimberg

## lumimart

The first choice for lighting

- Lumimart gains market shares, consolidating its market leadership.
- Rise in customer satisfaction
- Smart Home exhibitions integrated into all branches

---

## IMPORT PARFUMERIE

The leading Swiss provider of prestige perfumes

- Market leader in the prestige beauty market in Switzerland
- Significant market share gains in make-up
- Higher overall customer satisfaction
- Introduction of new prestige brands, including Kiehl’s and Bobbi Brown
- Introduction of sustainability labels (Clean Labels) in the online shop
- Introduction of virtual make-up application in the online shop (modiface)
- Membership of “The Member Club” reaches 210 000
- New store concept implemented in Zurich Bahnhofstrasse, Zurich Sihlcity shopping centre and Geneva Rue de Rive

---

## CHRIST

Watches & Jewellery

The prime destination for watches and jewellery

- Pleasing growth in own-label brands
  - Sustained, accelerated online growth of 13%
  - Further rise in customer satisfaction with all-round presentation and service (expertise and friendliness)
  - In-store trading after lockdown achieved pleasing sales growth year-on-year
  - Encouraging year-on-year sales growth in in-store trading after lockdown, especially in the jewellery by CHRIST, fashion jewellery, smart watches and Swiss-made watches categories
  - Successful launch of Kids by CHRIST own-label brand of children’s jewellery, analogue Swiss-made children’s watches and smart watches for children
  - New CHRIST concession rolled out in more stores
  - Regensdorf, Winterthur Bankstrasse, Chavannes and Fribourg-Sud stores successfully remodelled.
-

---

## Fust

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

- Gains in market share across the whole range
- Most important customer recruitment channel online, for both retail and kitchens/bathrooms
- Next-day delivery before 9 p.m. for online orders that can be sent by post
- Kitchens/bathrooms and building management areas merged to form a joint "Building" division
- Range of services for property managers consolidated and concentrated under the Service 7000 and SCHUBIGER Haushalt brands
- Completion of IT upgrade with roll-out of new cash register systems at all sales outlets
- Successful launch of a modern ERP solution
- Further efficiency gains in logistics with the opening of the new logistics centre
- Five modernized sales outlets, five closures, two new stores



The leading online provider of electrical household appliances with a comprehensive range of services

- Sustained online growth
- Customer satisfaction high and still rising
- Garden, tableware, mobility and leisure ranges further expanded
- More new support services (delivery slots, extended warranty) across whole range
- Delivery services further expanded and speeded up, with installation and disposal throughout Switzerland



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

- Increase of 12.2% in net sales
- Increase in sales of generics and own-label brands
- Gains in market share
- Customer satisfaction higher
- High demand for products and services introduced to combat Covid: in-store testing (PCR and antigen), Covid vaccines, and handing out self-testing kits
- Strong growth in "Primary Care" (initial medical advice) and dispensing of prescription medicines (without prescription from doctor)
- Roll-out of new store concept at three locations: BS Europe, ZH Bahnhofstrasse, Delémont
- Pharmacy network expanded with two new stores in Huttwil and Bern Freudenberg



The natural and sustainable cosmetics company

- Online business remains strong
- High customer satisfaction
- Relaunch of body butter
- Community trade plastic programme in India: in the third year, The Body Shop removes 782 tonnes of plastic from the environment
- Successful collection campaign for people caring for family members, in cooperation with the Swiss Red Cross
- New store concept in Bern Ryfflihof and Lausanne with refill station



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

- AdBlue on fuel pumps at 67 locations
  - Opening of two new hydrogen filling stations in Crissier and Bern – two more planned in 2022
-

	<p>For warmth and well-being</p>	<ul style="list-style-type: none"> <li>• Popular online shop, half of orders received are placed online.</li> <li>• The percentage of customers purchasing low-emission eco heating oil increases to 76%</li> <li>• Facility to offset CO<sub>2</sub> with myclimate</li> </ul>
<p><i>BâleHotels</i></p>	<p>Coop's hotel group</p>	<ul style="list-style-type: none"> <li>• Growing customer satisfaction at all hotels</li> <li>• Restaurants open to hotel guests during lockdown</li> <li>• Reopening of seated outdoor areas of restaurants, bars and take-away food outlets from 19 April</li> <li>• Reopening of indoor spaces on 31 May</li> <li>• Certificate required in indoor areas of hotels, bars and restaurants from 13 September</li> <li>• Successful opening of Märthof boutique hotel on 28 July</li> <li>• Acquisition of Holiday Inn Express Aarburg-Oftringen</li> <li>• Employee training: "At BâleHotels our ethos is warm hospitality"</li> <li>• New concept for pop-up restaurant Les Quatre Saisons</li> <li>• ISO-9001 recertification of BâleHotels until 2022</li> </ul>
	<p>The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays</p>	<ul style="list-style-type: none"> <li>• Doubling of sales over previous year</li> <li>• Increase in share of online to 41%</li> <li>• Good volume of bookings for summer and autumn holidays</li> <li>• ITS Coop Travel and travel sector still badly affected by Covid pandemic</li> <li>• More stability and greater ability to plan ahead thanks to sustainable travel rules</li> </ul>
	<p>Leading fitness provider in German-speaking Switzerland</p>	<ul style="list-style-type: none"> <li>• In the months outside the renewed lockdown, more new guests welcomed than in the record year of 2019</li> <li>• Further expansion of digital offers</li> <li>• Expansion to 59 locations in 14 cantons; now also represented in Canton Uri</li> </ul>
	<p>Tropenhaus with a restaurant</p>	<ul style="list-style-type: none"> <li>• Sales up 6.2% despite Covid measures</li> <li>• Restaurant closed for five months due to Covid measures</li> <li>• Pleasing rise of 20.6% in sales of caviar compared with 2020</li> <li>• Demand for caviar and fish in the shop up 6.5%</li> <li>• Due to Covid, the exhibition remained closed until 18 March, despite over 2 000 more visitors than the previous year</li> <li>• Opening of Escape Rooms in April</li> <li>• Opening of "Tropen Lodge" overnight accommodation in October</li> </ul>