

## Non-Food specialist formats

The Coop Non-Food specialist formats generated net sales of over CHF 8.4 billion in 2022. The 18 different formats (counting Coop Mineraloel and Heizöl as one format) comprise 1 465 sales outlets and operations and 20 online shops. New shop designs were implemented at 57 sales outlets. The specialist formats are dedicated to omnichannel strategies and are investing in new, attractive shop designs and modern online shops. They have also been integrated into the new Supercard app, and access to their online shops has been simplified.

### Highlights from the Non-Food formats

The table below lists highlights from the year under review.



The best home electronics shopping experience in Switzerland.


#### Highlights 2022

- Pilot branch opened in Zurich with new shop design
- Improvements to availability and service level at Customer Care Center
- Apple brand zones integrated into another 20 stores
- Beurer health product displays set up in 170 stores
- Logitech brand zones integrated into 150 stores
- Mobile advice at sales outlets: more functionalities added to tablet (such as repair process)

Points of sale

 170

Online shop

 [www.interdiscount.ch](http://www.interdiscount.ch)



The best online shopping experience.

#### Highlights 2022

- Market position and recognition further increased
- Integration into Coop's Supercard scheme
- Launch of microspot.ch app
- Help Center made available for easier handling of customer enquiries
- 100 000 items added to the range
- Range of e-bikes expanded with over 200 products (including premium brands such as "Flyer" and "Stromer")
- Expansion of accessories range for mobility, with brands such as "Thule", "POC" and "Abus"
- Expansion of home & living range with the brands "House Nordic", "Brilliant", "Steinhauer" and "Inter Link"
- Grilling and cooking range expanded

Pick-up points

 525

Online shop

 [www.microspot.ch](http://www.microspot.ch)



Switzerland's leading building supplies store

#### Highlights 2022

- Once-separate Building & Hobby and Jumbo formats successfully amalgamated under a single brand
- All former Building & Hobby sales outlets renamed
- Corporate services at Dietlikon site merged
- Combined online shop launched and optimized for mobile devices
- Further harmonization of ranges
- New Chur Wiesental sales outlet opened
- Roll-out of Coop IT systems to the acquired Jumbo sales outlets
- All Jumbo employees integrated into the Coop Cooperative and the Coop collective employment contract adopted

Points of sale

 114 <sup>+1</sup>

Online shop

 [www.jumbo.ch](http://www.jumbo.ch)



The second-largest department store chain in Switzerland.

#### Highlights 2022

- "Bellacasa" shop design implemented at Coop City Lausanne St. Francois, and Neuchâtel remodelled
- New shop design with in-store bakery and deli counter in Zug and remodelling of Food at Geneva Plainpalais
- Market position further expanded
- "Bellacasa" shop redesigned to offer a more attractive customer experience
- Online offering further expanded

Points of sale

 31

Online shop

 [www.coop-city.ch](http://www.coop-city.ch)



The first choice for Lighting.


#### Highlights 2022

- New Lumimart Villmergen store
- Modernization of Lumimart Romanel
- "HAY", "Secto Design" and "Anglepoise" brands added to the range

Points of sale

 19 <sup>+1</sup>

Online shop

 [www.lumimart.ch](http://www.lumimart.ch)

## LIVIQUE

The provider of customized furnishing solutions.

#### Highlights 2022

- First Livique boutique concept opened in the Centre Signy near Nyon
- Livique Biel and Livique Lyssach remodelled and modernized
- Design tool for furniture introduced at livique.ch
- Further expansion of the "Swiss Collection" umbrella brand, under which Swiss-made ranges by 10 Swiss manufacturers are sold
- "Willisau Design Collection" and "Novamobili" brands added to the range

Points of sale

 26

Online shop

 [www.livique.ch](http://www.livique.ch)



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

#### Highlights 2022

- Roll-out of new shop design at three locations: Basel Europe, Zurich Bahnhofstrasse, Delémont
- Pharmacy network expanded with two new stores in Huttwil and Bern Freudenberg
- Strong growth in “Primary Care” (initial medical advice) and dispensing of prescription medicines (without prescription from doctor)
- Increase in sales of generics and own-label brands

Points of sale

 86

Online shop

 [www.coopvitality.ch](http://www.coopvitality.ch)

## IMPORT PARFUMERIE

The leading Swiss prestige perfume store.


#### Highlights 2022

- New shop design implemented in 19 more stores
- New prestige and luxury brands introduced, including Tom Ford, Sisley Paris, Origins and Gisada
- Online engraving service introduced at im-po.ch for over 600 products
- Live shopping introduced as another advice and sales channel
- “The Member Club” membership increased to 300 000

Points of sale

 108

Online shop

 [www.impo.ch](http://www.impo.ch)



## THE BODY SHOP

The natural and sustainable cosmetics company.


#### Highlights 2022

- New shop design at Basel Freie Strasse and Geneva Balexert with refill station
- Relaunch of the entire range with new Edelweiss, Choice and Wellness lines; by 2023 100% of the range vegan-certified and with environmentally friendly packaging
- Successful fundraising campaign for children’s aid foundation Stiftung Kinderhilfe Sternschnuppe

Points of sale

 41

Online shop

 [www.thebodyshop.ch](http://www.thebodyshop.ch)

## CHRIST

Watches & Jewelry

The prime destination for watches and jewellery.

#### Highlights 2022

- Kriens, Oftringen and Sierre stores refurbished
- Pleasing growth in all CHRIST categories: watches, jewellery and services. Successful development of CHRIST own-label brands, in particular Diamonds by CHRIST, Kids by CHRIST and Men’s by CHRIST
- Omni-Channel Readiness (ORI study 2022): CHRIST once again number 1 in the watches and jewellery sector.
- Live shopping successfully introduced as another advice and sales channel, with monthly broadcasts
- Fashion own-label brand Silver Spirit by CHRIST has its first new fashion watches range.
- Watch recycling launched, with social institution Bürgerspital Basel

Points of sale

 61

Online shop

 [www.christ-swiss.ch](http://www.christ-swiss.ch)

## Fust

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

### Highlights 2022

- 18 modernized and two new sales outlets
- Expansion of all remote advice channels: telephone sales, chat and video advice
- Online booking for repairs to large electrical appliances, with choice of home service appointments
- Kitchen/bathroom refurbishment expertise expanded with project management services under the one-stop shopping motto
- Re-design of online shop [www.fust.ch](http://www.fust.ch)

Points of sale



153

Online shop



[www.fust.ch](http://www.fust.ch)

## netto**shop**.ch

Wir lieben Haushalt

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

### Highlights 2022

- Gastro and Do it ranges expanded
- New logistics and service partners acquired for optimized customer service
- Next-day delivery before 9 p.m. for online orders that can be sent by post
- Introduction of SAP
- Introduction of new ticket system for Customer Service

Products



30 000

Online shop



[www.nettoshop.ch](http://www.nettoshop.ch)

## 7000 SERVICE

Leistung aus Leidenschaft

A passion to perform.

### Highlights 2022

- Strong growth in own-label brands
- Introduction of routine customer satisfaction surveys based on NPS; initial results above average
- Automated route planning introduced for service technicians

Deployments



95 000

More information:

[www.service7000.ch](http://www.service7000.ch)

## per piedi

podologische praxis

Biggest podology institute in Switzerland.

### Highlights in 2022

- The podology practice moved to new, modern premises at Freie Strasse 38 in Basel
- Offering extended with additional treatment rooms
- Comfort shoe range moved to the shoe department at Pfauen Basel
- Strong growth in new customers
- Successful apprentice supervision (excellent results in 2022, 3 new apprentices started in 2022)

Number of treatments



22 000

More information:

[www.per-piedi.ch](http://www.per-piedi.ch)



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

#### Highlights 2022

- Opening of two new hydrogen filling stations in 2022 in Frenkendorf and Chur – three more planned in 2023
- AdBlue available on dispensers at 75 locations

Points of sale

 **326**

More information: [www.coop-mineraloel.ch](http://www.coop-mineraloel.ch)



For warmth and well-being.

#### Highlights 2022

- Popular online shop, 60% of orders received were placed online
- Since start of 2022, only low-sulphur ecological heating oil sold
- Facility to offset CO<sub>2</sub>e with myclimate

Online orders

 **14 500**

More information: [www.coop-heizoel.ch](http://www.coop-heizoel.ch)



Tropical house with a restaurant.

#### Highlights 2022

- Customer numbers higher than previous year
- Caviar sales up 38%, start of caviar exports to Austria
- Fish farming expanded with an additional fish farming facility
- Suisse Garantie and Pro Montagna sustainability labels obtained for perch and sturgeon from the Tropenhaus
- 980 m<sup>2</sup> photovoltaic unit installed

Perch

 **1.2** millions

More information: [www.tropenhaus-frutigen.ch](http://www.tropenhaus-frutigen.ch)



The travel agent owned by Coop and Rewe – Switzerland's leading direct seller of beach holidays.

#### Highlights 2022

- Range significantly expanded by new booking technology
- Sales recover after Covid years
- Increase in share of online to 45%
- Successful launch of new reservations system

#### Destinations

 **112** <sup>+4</sup>

#### Online shop

 [www.itscoop.ch](http://www.itscoop.ch)



One of Switzerland's leading fitness providers.

#### Highlights 2022

- Expansion to 65 locations in 17 cantons
- Three locations opened in French-speaking Switzerland
- More than 52 000 members
- Academy update: training courses now available online and in hybrid form

#### Locations

 **65** <sup>+6</sup>

More information: [www.update-fitness.ch](http://www.update-fitness.ch)



## BâleHotels

Coop's hotel group.

#### Highlights 2022

- Strong performance for boutique hotel Märthof Basel
- Successful acquisition of Holiday Inn Express Aarburg/Oftringen
- Employee micro-trainings: "At BâleHotels our ethos is warm hospitality"
- New websites for several hotels
- Continuation of catering collaboration with Swiss Indoors
- ISO 9001: BâleHotels obtained recertification until 2023

#### Accommodation

 **8** <sup>+1</sup>

More information: [www.balehotels.ch](http://www.balehotels.ch)