

Employees

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Employees

Coop continues to grow and invests heavily in developing its employees. Measures to promote equality get a further boost and the swift progress of digitalization makes employees' working days easier.

94 790

employees within the
Coop Group

In all, the company had 94 790 employees in the year under review in the Retail and Wholesale/Production business areas.

Almost 63% of the jobs are located in Switzerland. Coop goes to great lengths to provide secure jobs with the potential for career development and offers its employees the best terms of employment in Swiss retailing nationwide. The company is the only large retailer to have concluded a collective employment agreement with five different social partners. Over 38 000 employees have signed up to the Coop collective employment

agreement. All employees receive competitive pay and benefit from a range of attractive employee discounts. Among other things, Coop assumes two-thirds of the insurance contributions to the CPV/CAP Coop Pension Fund for its employees in Switzerland.

Coop has around 2 670 apprentices in Switzerland alone, making it the country's second-largest provider of apprenticeships. There are 32 different professions to choose from in sales, administration, logistics and production. A total of 32 full-time mentors and around 2 000 trainers oversee and support the young adults. Coop continues to employ over 72% of the trainees once they have completed their training. Thanks to their solid and demanding basic training, many are ideally qualified to soon take on their first management role.

One of the main aims of Coop's HR work, besides recruiting new staff members, is to enthuse employees for and impart to them the skills they need in order to deal with technological change and digitalization.

Coop has adopted the following strategic priorities to tackle the current challenges on the job market:

Human Resources Management

Appeal as an employer

Employer branding
Women in senior management
Working conditions

Entrepreneurship and management

Gender-equal pay structure in
line with the market
Management development
Talent management and Campus

Change Management

Technological change in retail
Corporate culture
HR as a business partner
Digital HR processes

Attractiveness as an employer

Employer branding

Measures to enhance appeal as an employer

To further enhance its attractiveness as an employer, Coop launched a market research study in the year under review. This will serve as a basis for devising measures to further strengthen employer branding. The pilot of an HR landing page for applicants has also made the recruitment process even simpler. Coop's presence at various online and offline events and university fairs for graduates provided an even more effective means of reaching this target group as well. A growing online presence on LinkedIn, with targeted content for over 106 000 followers, also helps Coop with recruiting new professionals.

Motivating Management Conference in 2022

On 22 June, around 3 400 managers attended the big Coop Management Conference at the Attisholz site, and came away feeling inspired. The focus was very much on appreciation and gratitude for the work done during the challenging period of the Covid pandemic.

Women in senior management

37.1%

Proportion of women in senior management within the Coop Group

Building a network of female executives

The proportion of women in senior management within the Coop Group is already 37.1%. To increase this percentage even further, a working group of various female professionals from different formats and Business Units held the first national event for Coop female executives. Around 500 participants attended the kick-off in August 2022. The aim of the network is to encourage as many women as possible from within our own ranks to take the next career step, and to support them fully should they do so. The network is also intended as a forum for sharing experiences and as a source

of inspiration. Following on from the kick-off, initial regional network events were held in the Ostschweiz, Nordwestschweiz/Zentralschweiz/Zürich and Bern regions.

Working conditions

New CEA with improvements for employees

In 1914, Coop was the first Swiss retailer to introduce a collective employment agreement (CEA). Thanks to our five social partners, the CEA is more broadly based than any other in the industry. The CEA governs the basis for good relationships and progressive employment conditions in retailing. On 1 January 2022, the new CEA was introduced, ushering in various improvements for Coop employees. Besides fair compensation, Coop supports employees in a number of other ways, such as three weeks' paternity leave and financial contributions towards external child care (Coop Child Care).

Transgourmet France wins diversity award

"Capital" magazine has named Transgourmet France as one of the best companies in the wholesale sector for diversity. Of all 300 of the companies rated in France, the company ranked a very impressive 8th. The magazine publishes the rankings in acknowledgement of companies that are actively committed to combating sexism, racism or homophobia.

Enterprise and management

Gender-equal pay structure in line with the market

Certified for equal pay

Since 2020, Coop has held the Swiss Association for Quality and Management (SQS) “Fair Compensation” certification for the Coop business units. The “Fair Compensation” certificate confirms that Coop’s remuneration policy satisfies the criteria for compliance with fair compensation. This is also proof that, at Coop, all employees have the same opportunities, regardless of gender or background. In 2022 Coop also passed its second audit for the “Fair Compensation” certificate.

Management development

Extremely popular management development programmes

In 2022, around 1 400 candidates enrolled on the “Management & Leadership” development programmes at Coop. The Coop Campus offers ideas and tools that both new and experienced managers can put to use in their daily management activities. Just under 40 participants registered for the CAS FH in “Management & Leadership” or CAS FH in “Shaping culture and processes” in 2022. These programmes enable Coop to continue filling around 70% of all management posts internally, building lasting relationships.

Talent management and Campus

New competencies with e-learning courses

Employees of Coop have access to over 200 e-learning courses to add to their specialist knowledge. In 2022 over 100 000 e-learning courses were successfully completed. Along with countless revisions and updates, new courses were launched such as the “go4pro” independent study programme, in which new sales employees work through four topics of relevance to Coop: sustainability, Coop on the market, sales promotion, and management. There are also numerous e-learning courses available for production and logistics employees. Moreover, thanks to an auto-translate function, they can now be completed in Tamil, Croatian, Ukrainian or one of over 70 other languages.

3 417
apprentices within the
Coop Group

Start of pilot project to promote apprentices’ talents and strengths

In February 2022, the pilot project “Promoting apprentices’ talents” was launched for apprentices in their second year of the basic training programme for retail specialists. The aim of this new process is to individually nurture apprentices based on their talents, potential and strengths. Once their competence has been tested and their talents identified, apprentices can choose whether they want to implement the specified support measures in their final year of training.

Change management

Corporate culture

Coop launches an app for employees: myCoop

Around 95% of the Coop Group's total workforce of employees do not have a PC login. To enable it to share information quickly and directly with those employees, in the year under review Coop launched an app for employees which can be downloaded on a smartphone. This is intended to strengthen employees' identification with the company and foster a spirit of solidarity. The app, called myCoop, is proving very popular. Employees engage in lively discussions on their dedicated channel, which they use to report on their successes and post fascinating stories from the world of Coop. The myCoop app also has a chat function, which employees without access to their own computer greatly appreciate.

Digital HR processes

Mobile tools to make life easier for employees

Digitalization measures in Human Resources accelerated at a fast pace in 2022. As well as the employment contract process for CEA employees, the sending of all payslips to employees was digitalized. At the same time, many more workflows were added in the HR sphere: today, Coop has around 30 different workflows which can now be started and processed directly on a mobile phone via the Coop Access app. The app achieved a pleasing 80% usage rate in 2022. Furthermore, Coop records around 600 000 downloads to mobile staff deployment planning each month.

CPV/CAP Coop Pension Fund

Challenging investment year for the CPV/CAP Coop Pension Fund

2022 was a challenging investment year for the CPV/CAP. Almost all asset classes posted revaluation losses, which impacted negatively on the generated return. The CPV/CAP's performance amounted to -5.8%. Compared with the benchmark, the return was higher than average at +1.1%. Despite the difficult environment, CPV/CAP interest on retirement assets in 2022 was 2.0%. The provisional interest rate for 2023 is also 2.0%. Pensions remained unchanged, and this will also be the case in 2023. At 40 328, the number of active members was higher than in the previous year (39 305 active members). The number of pensioners rose by 909 people to 22 049 at the end of 2022.