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Organic seminar

Helsinki, May 16th 2013

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Enlarging operations through organic export....

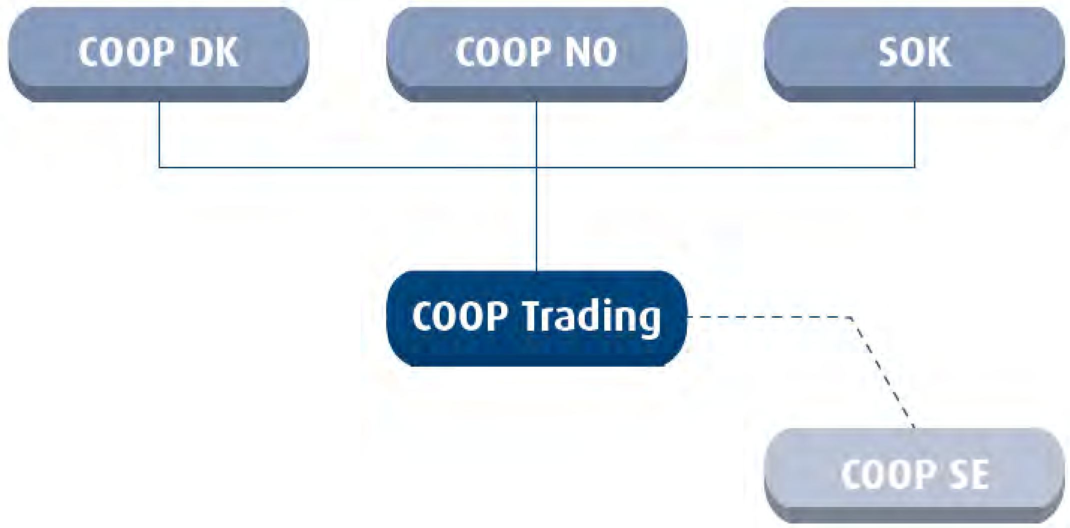
- Coop Trading
- The Nordic organic market
- Änglamark

Coop Trading

- Private Brand sourcing – food and daily non-food
- Fruit & Vegetable sourcing
- Indirect Goods and Services sourcing

Coop Trading creates value and competitive advantages for our owners/customers through offering the most varied and attractive Private Brand assortment at competitive prices

Coop Trading – owner structure and priorities



Priorities

- Utilization of total Nordic Coop volume in negotiations and harmonization of portfolio
- Developing healthy competition via qualification of relevant suppliers
- Global sourcing

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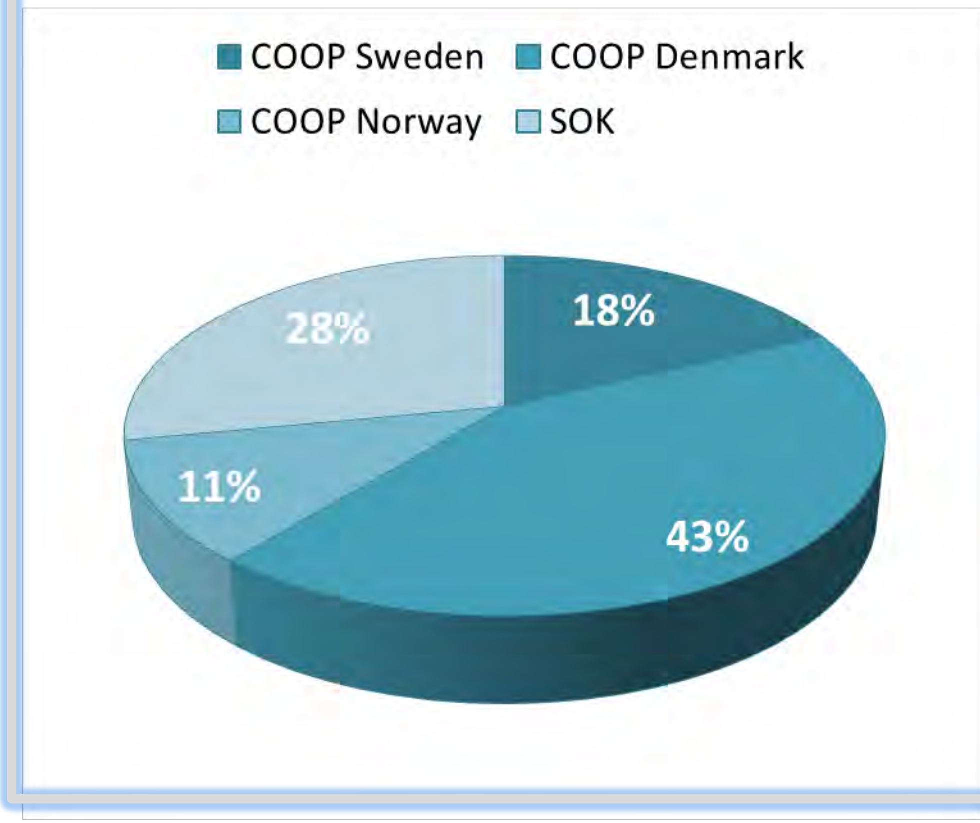
Coop Trading - volume distribution

Coop Trading share of business per customer

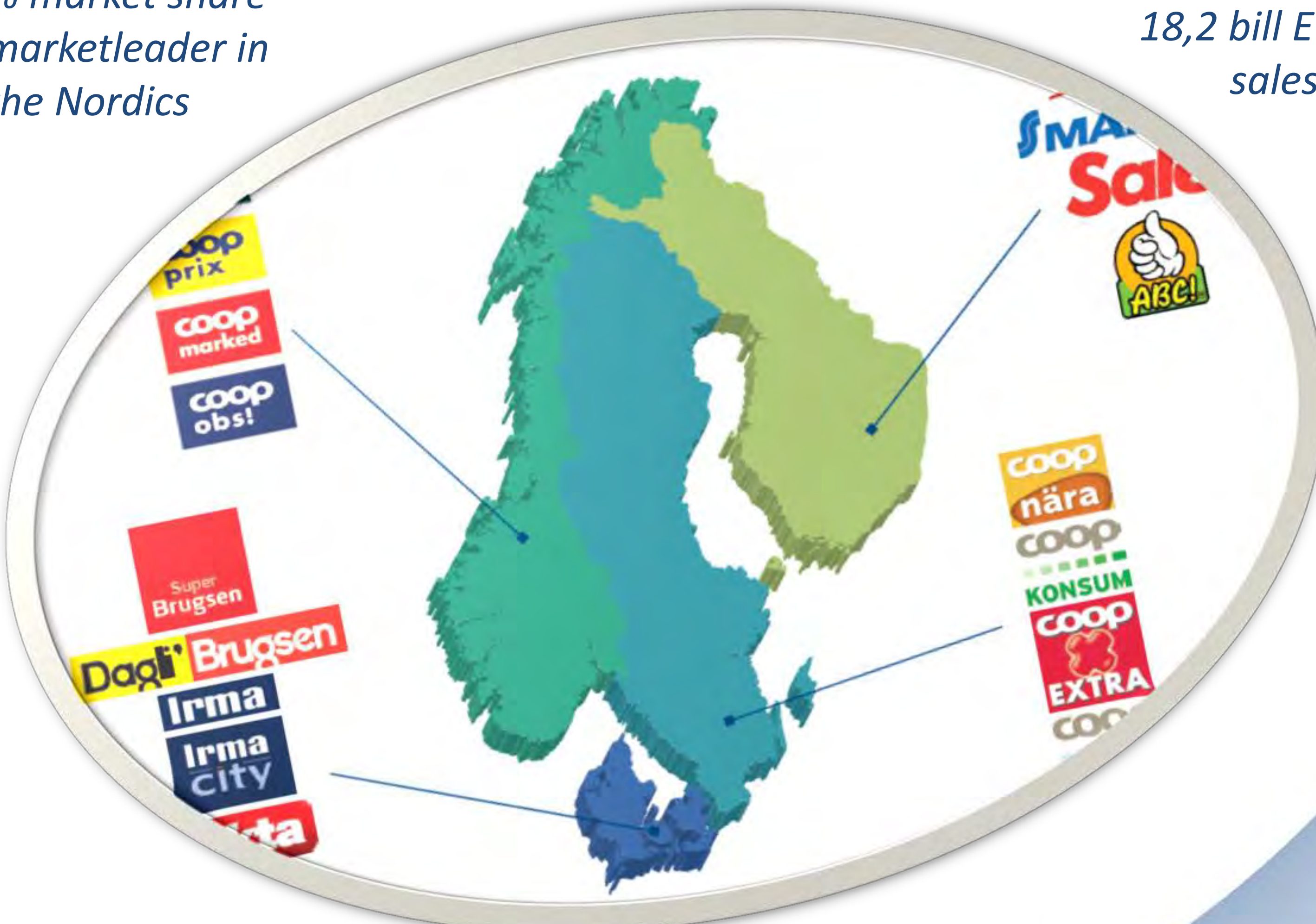


- Coop Trading is sourcing 75% of all Private Label volume for our 3 owners and 1 customer
- 85% of all our Private Brand products are sourced from a supplier that have business with Coop Trading in more than 1 country
- 58% of our products are sold in more than 1 country

Coop Trading - owners and customer

26,5% market share and marketleader in the Nordics

18,2 bill EUR in sales



7,7 million members

4.400 stores

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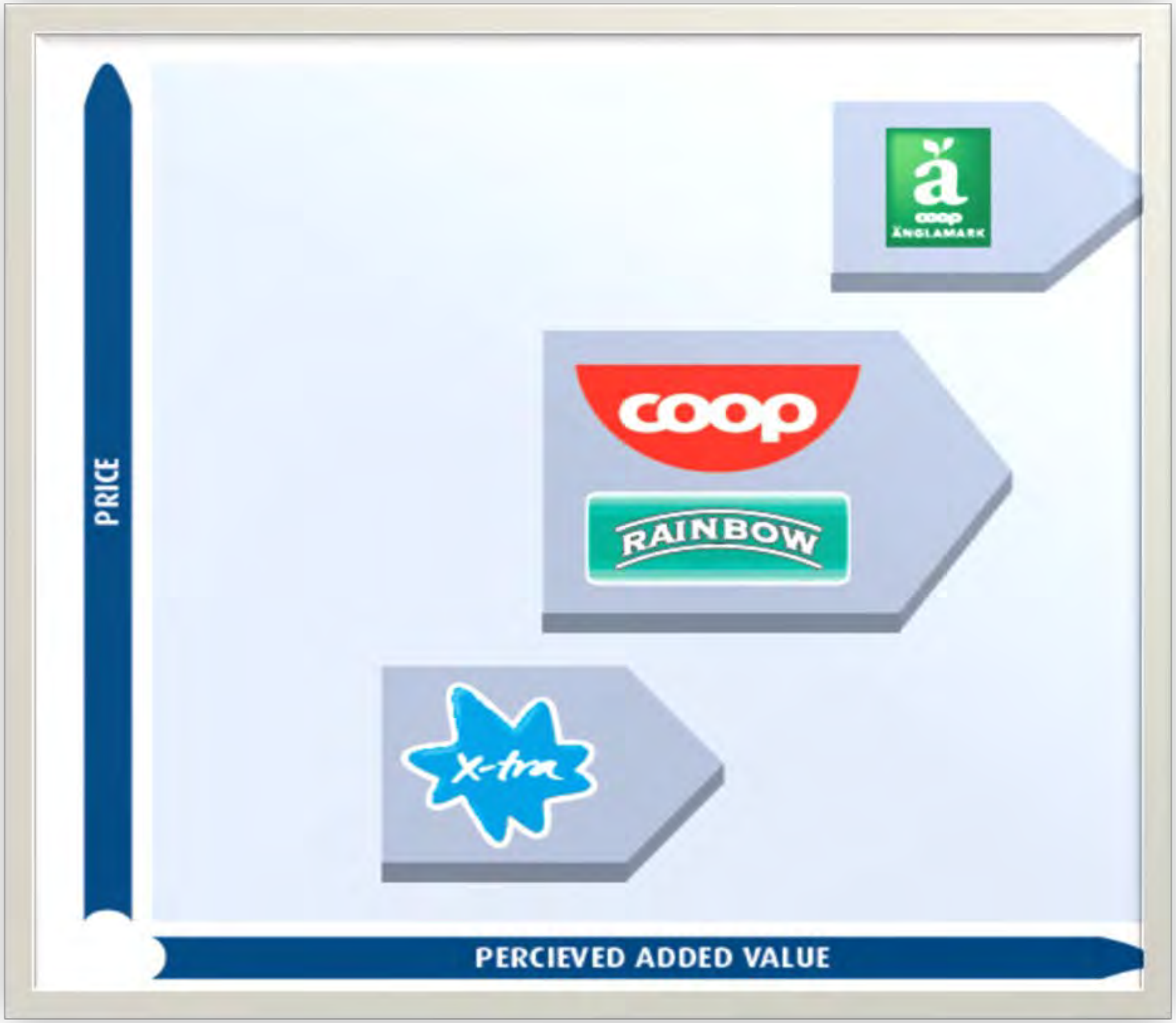
Private Brand positioning



12%
450 SKU's

58%
2200 SKU's

13%
500 SKU's

Other brands: 17% of SKU's

X-tra platform

- The economically smart choice
- Low price platform – alternative to the discount stores
- Up to 8 languages on the legal declaration
- Packaging and design simple but fresh

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Coop and Rainbow platform

- The smart choice product-wise
- Wide selection of standard products
- Quality equal to the market leader at a lower price
- Adds more value for money

Änglamark platform

- The environmentally smart choice
- Products that signal consideration for our family and the environment’
- Pricing at same level as conventional branded product or lower
- Food products must meet the criterion for organic (Krav, Debio, “Ø” and)
- Environmental friendly products must meet the criterion for I.e “Svanen”, “Bra miljö val)
- Allergy friendly products must meet the criterion for Asthma/Allergy associations

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Änglamark

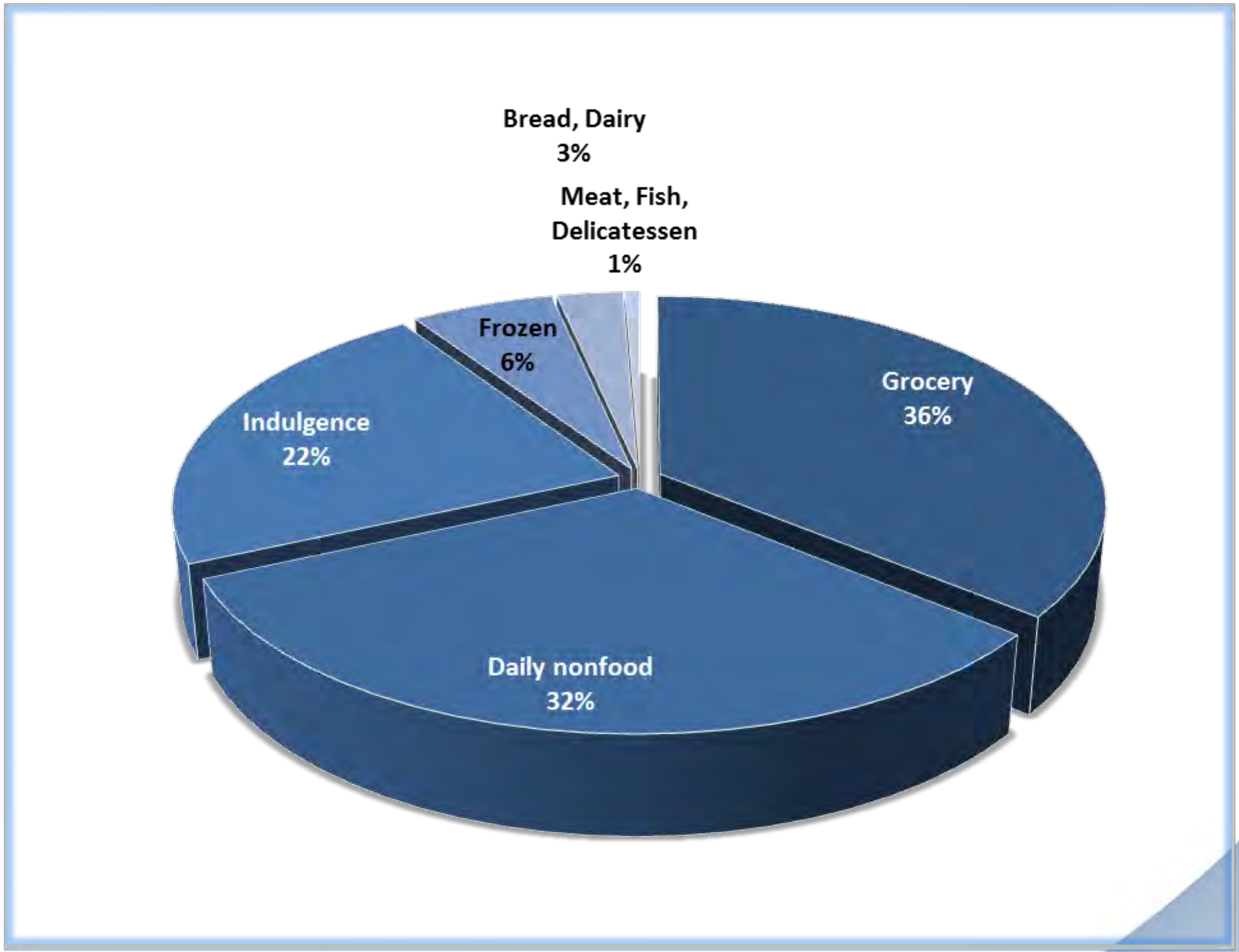
341 SKU's in Coop Denmark

159 SKU's in Coop Sweden

90 SKU's in Coop Norway

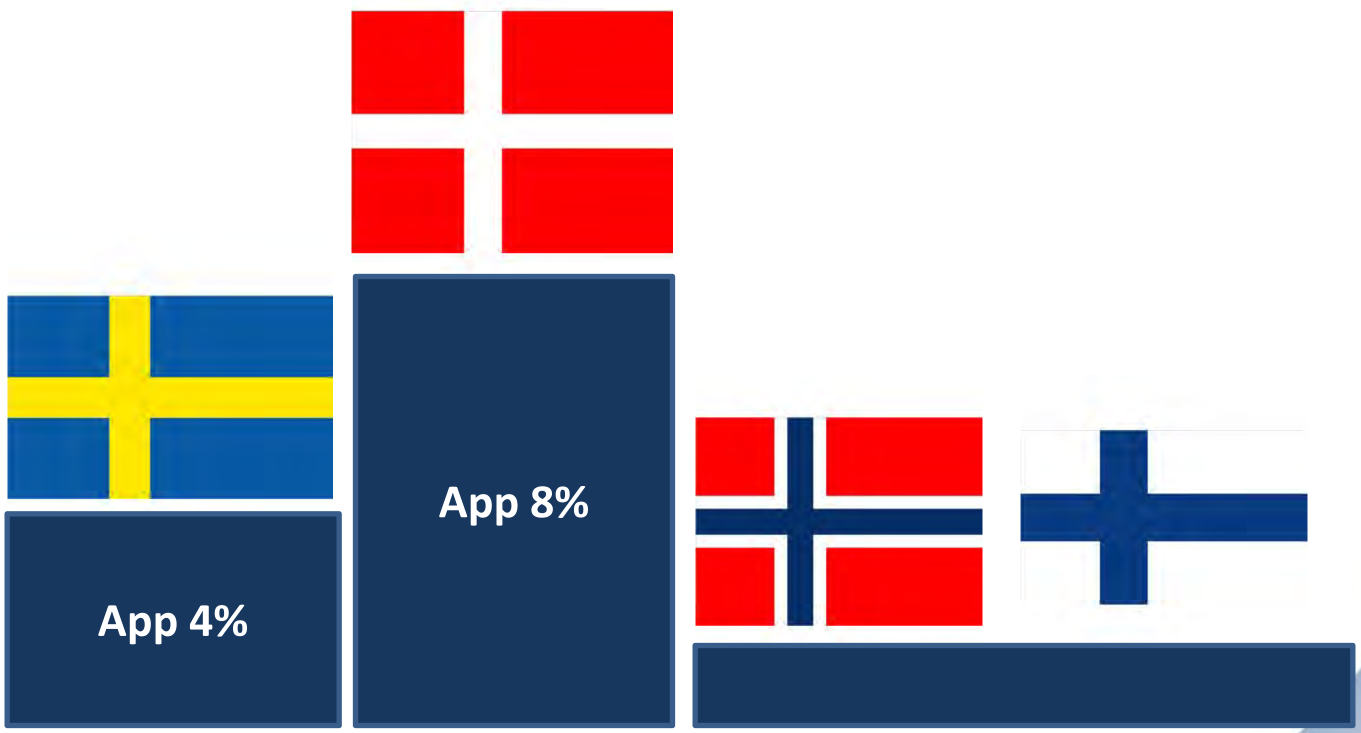
Änglamark categories

Änglamark share of purchase value per category



Nordic Organic market potential

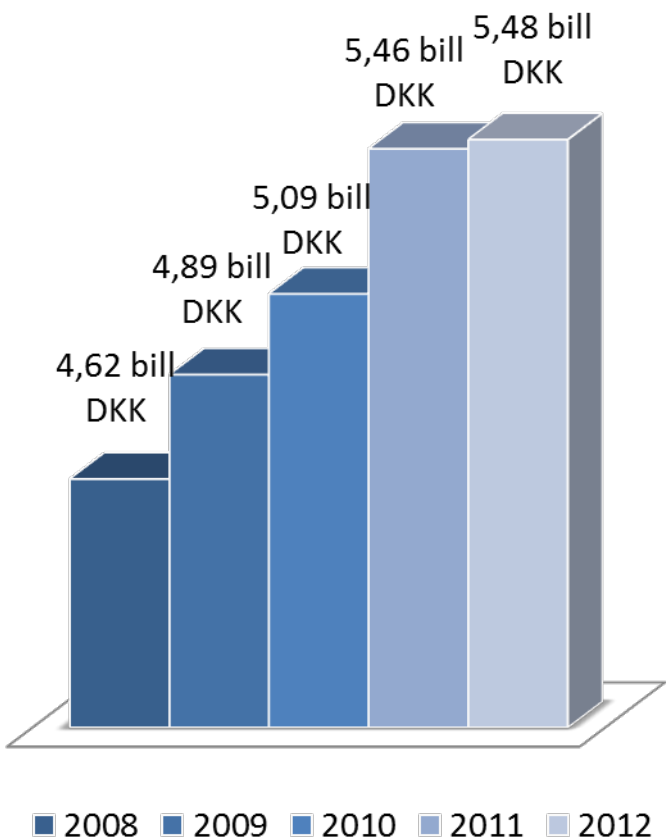
Organic share of total Food sales



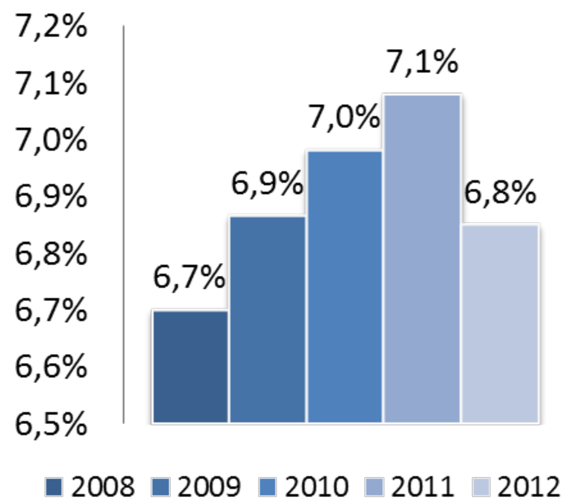
Source: Danish Organic association, 2011

Denmark

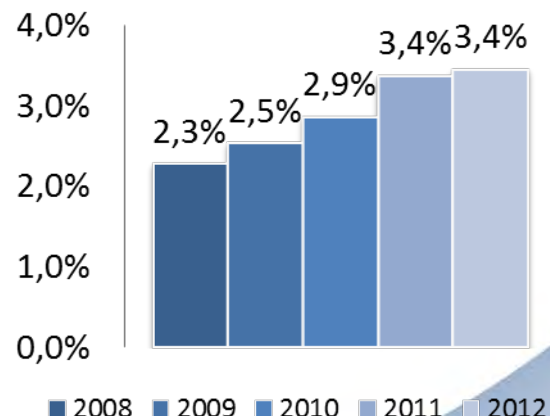
Organic sales development in billion DKK



COOP Organic share of total Food sales



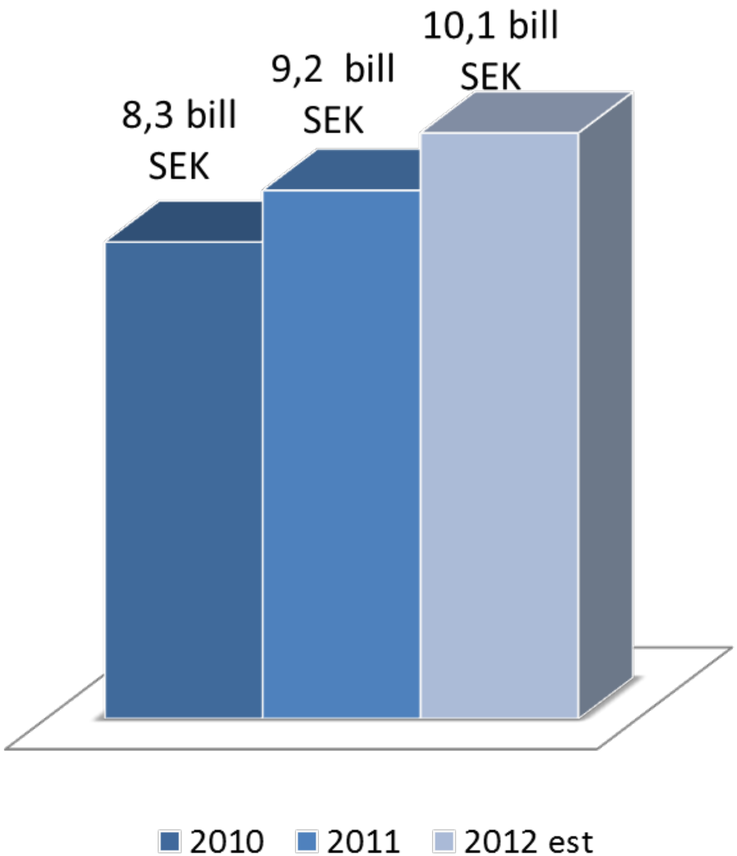
COOP Organic Private Label share of total Food



Source: Danish Statistical Bureau

Sweden

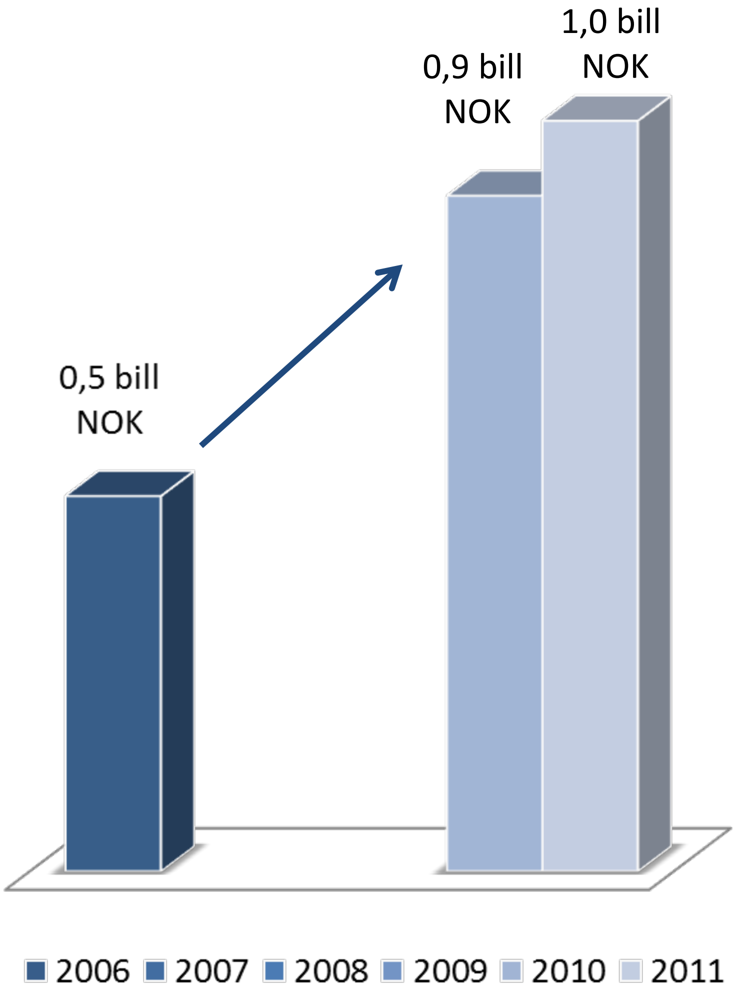
Organic sales development
in billion SEK



- Swedish production of organic food are to be doubled by 2020 in order to meet demand.
- Organic sales is expected to be doubled by 2020 compared to 2012
- Prices on organic food are decreasing
- Organic Private Label share is increasing

Source: Ekologiske Lantbrukarna & Organic Today

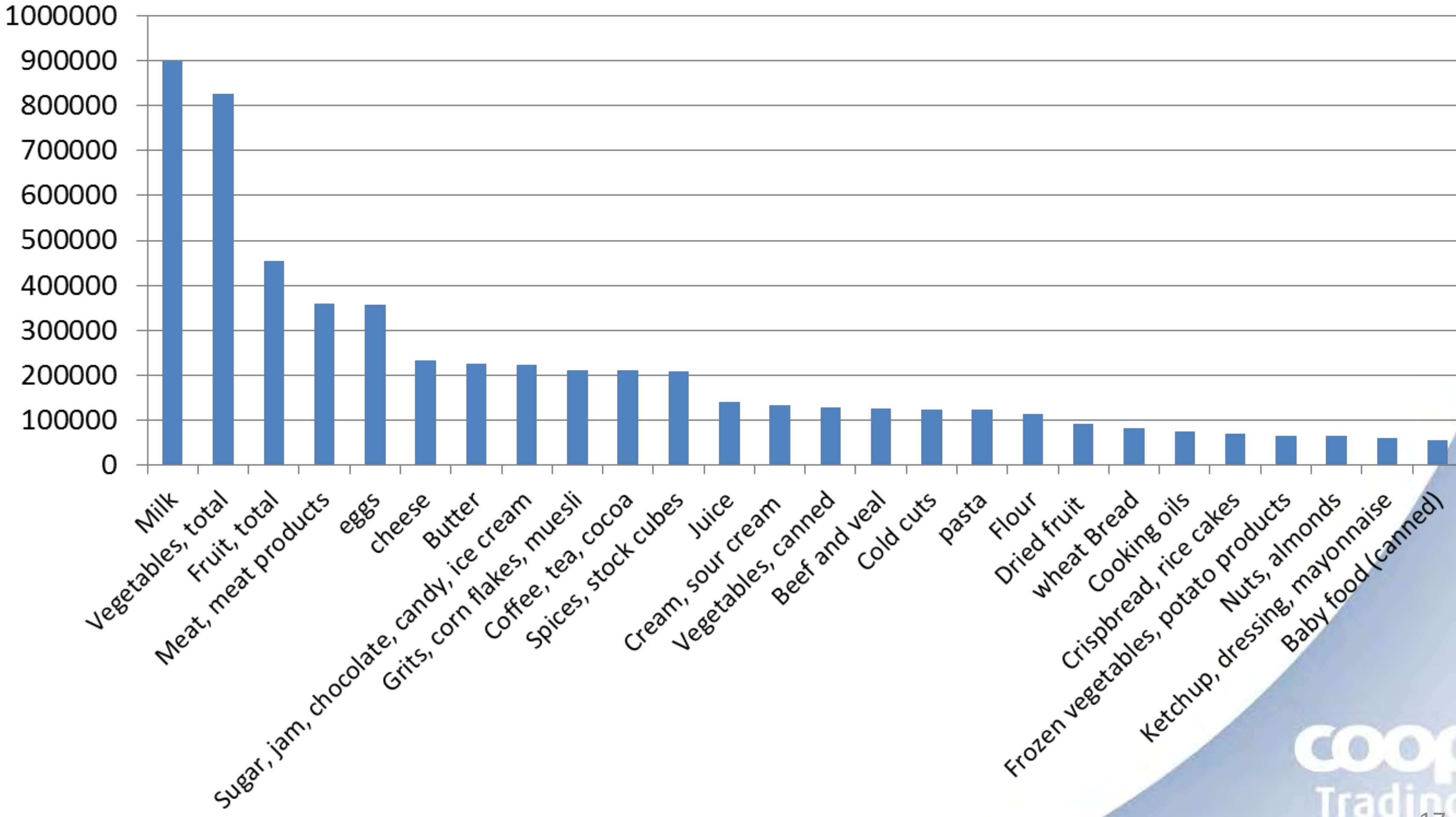
Norway



- The organic food sales has doubled within the past 6 year
- 10% growth 2011 vs 2010

Most important organic categories

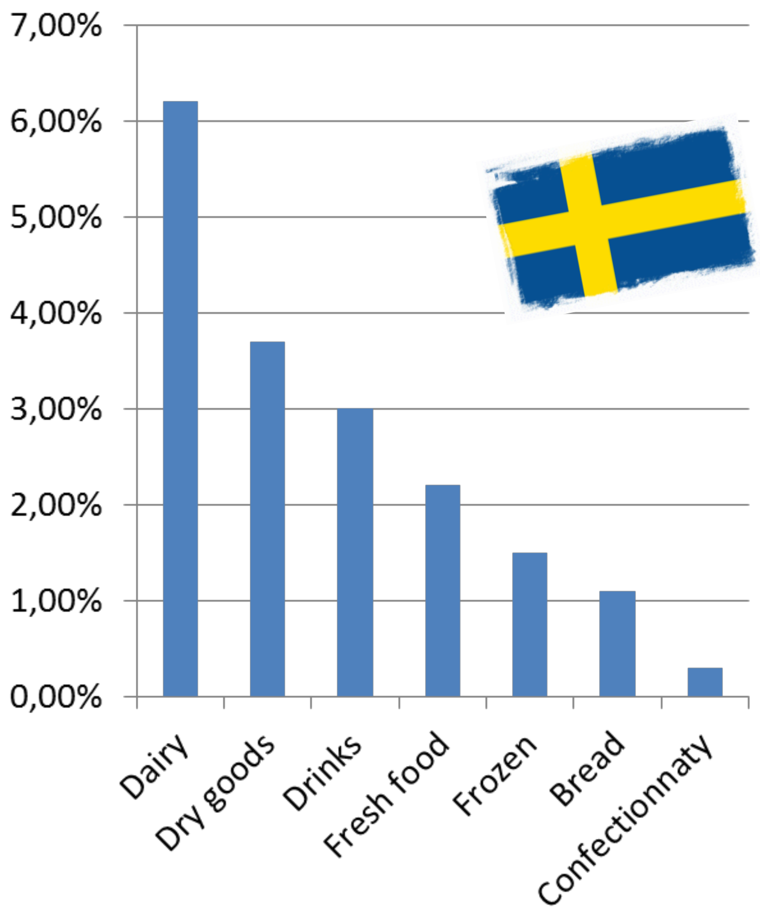
2012 Sales in ‘000 DKK



Source: Danish statitical Bureau

Most important organic categories

Organic sales share development in value per category

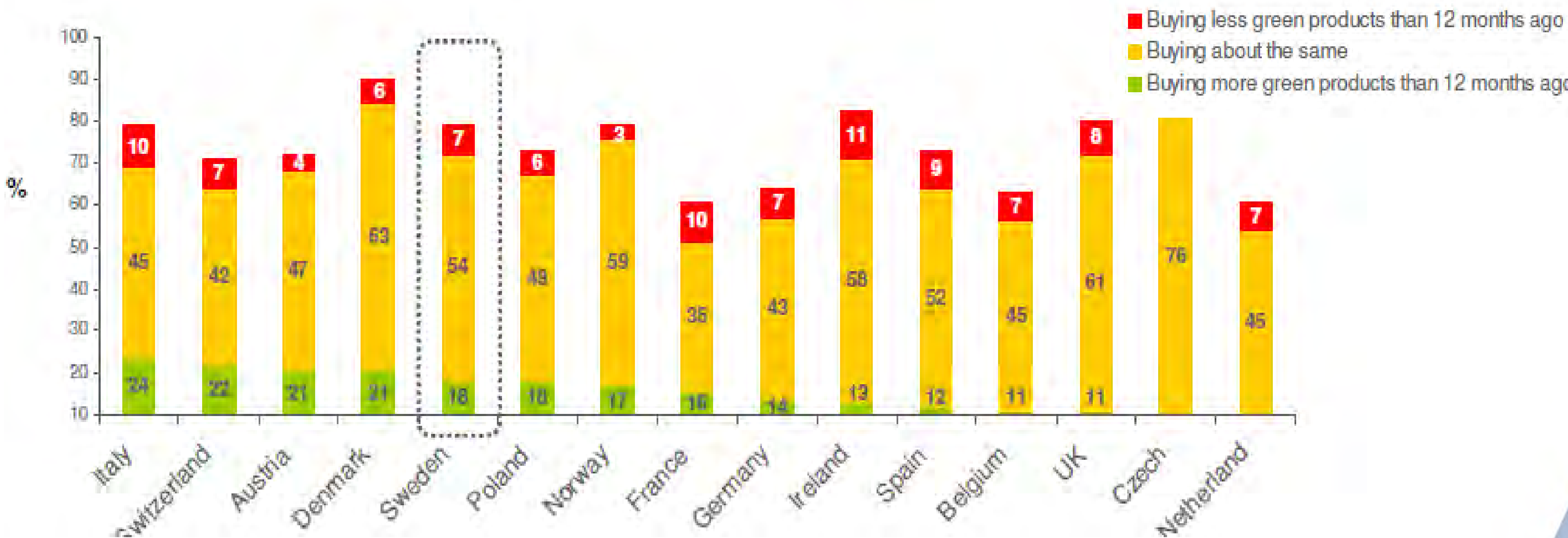


54% of total organic food sales

- Dairy
- Fresh vegetables
- Babyfood

Source: Nielsen Company, Organic Today

Organic shopper trends 2013



- Sweden and Denmark are among the countries that have the highest intention to increase purchase of green products
- Coop Forum and Konsum shoppers have the greatest intention to withhold or increase their purchase level of green products
- A small share of shoppers willing to pay extra for green products !

Source: Nielsen Company, Shopper Trends 2013

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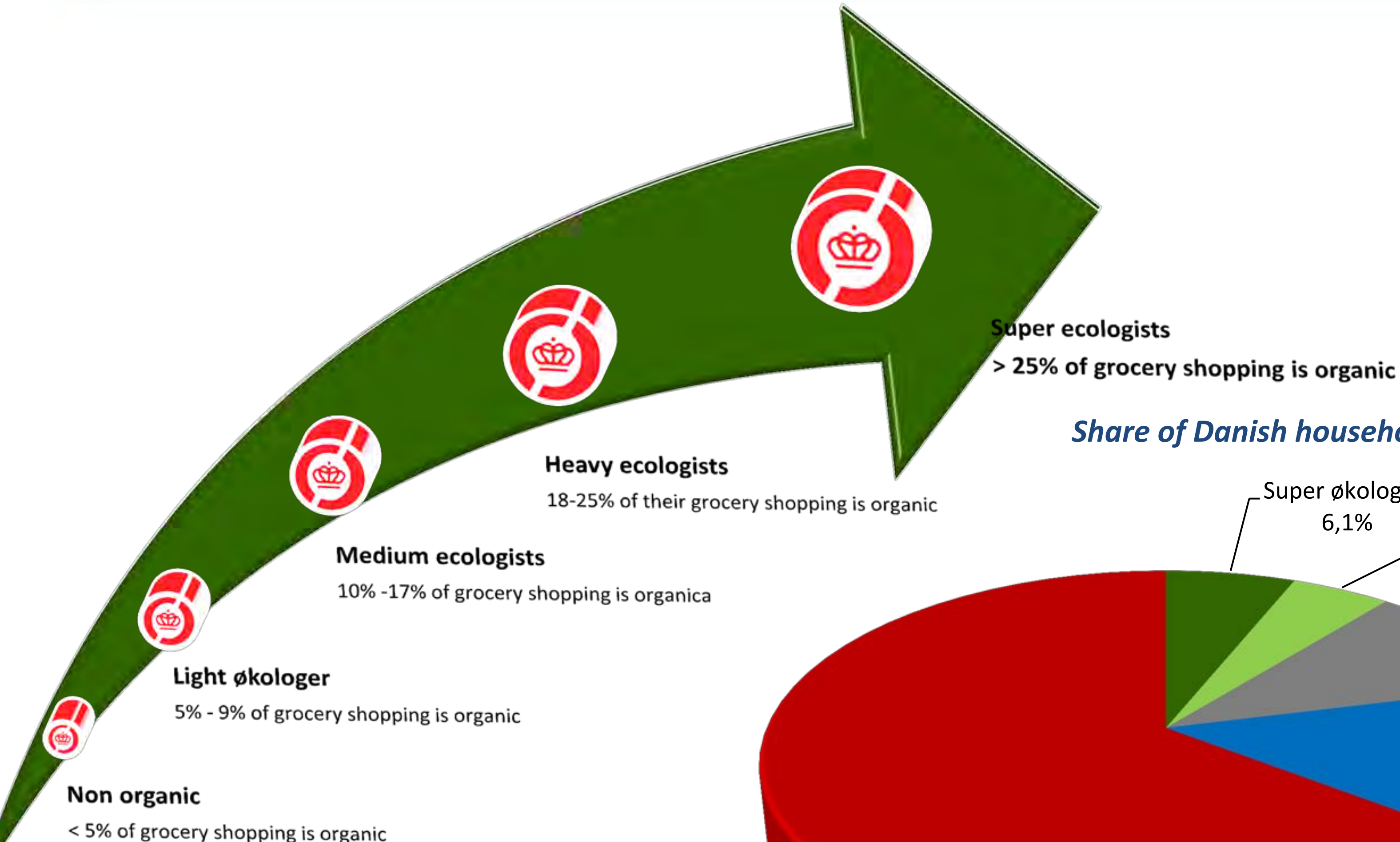
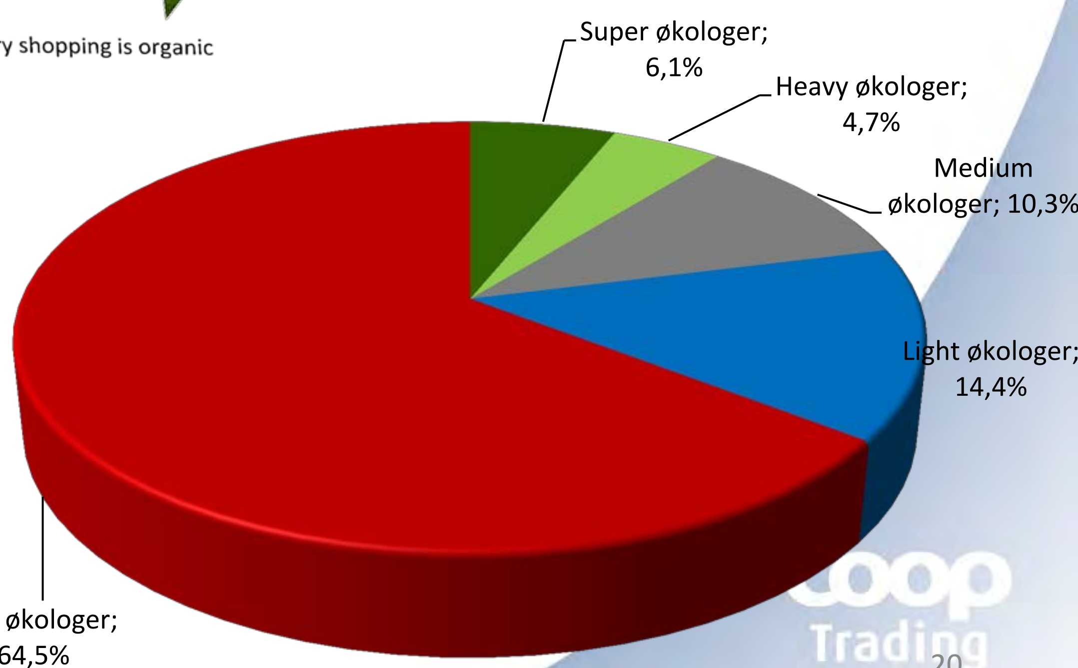
The green consumer in Denmark



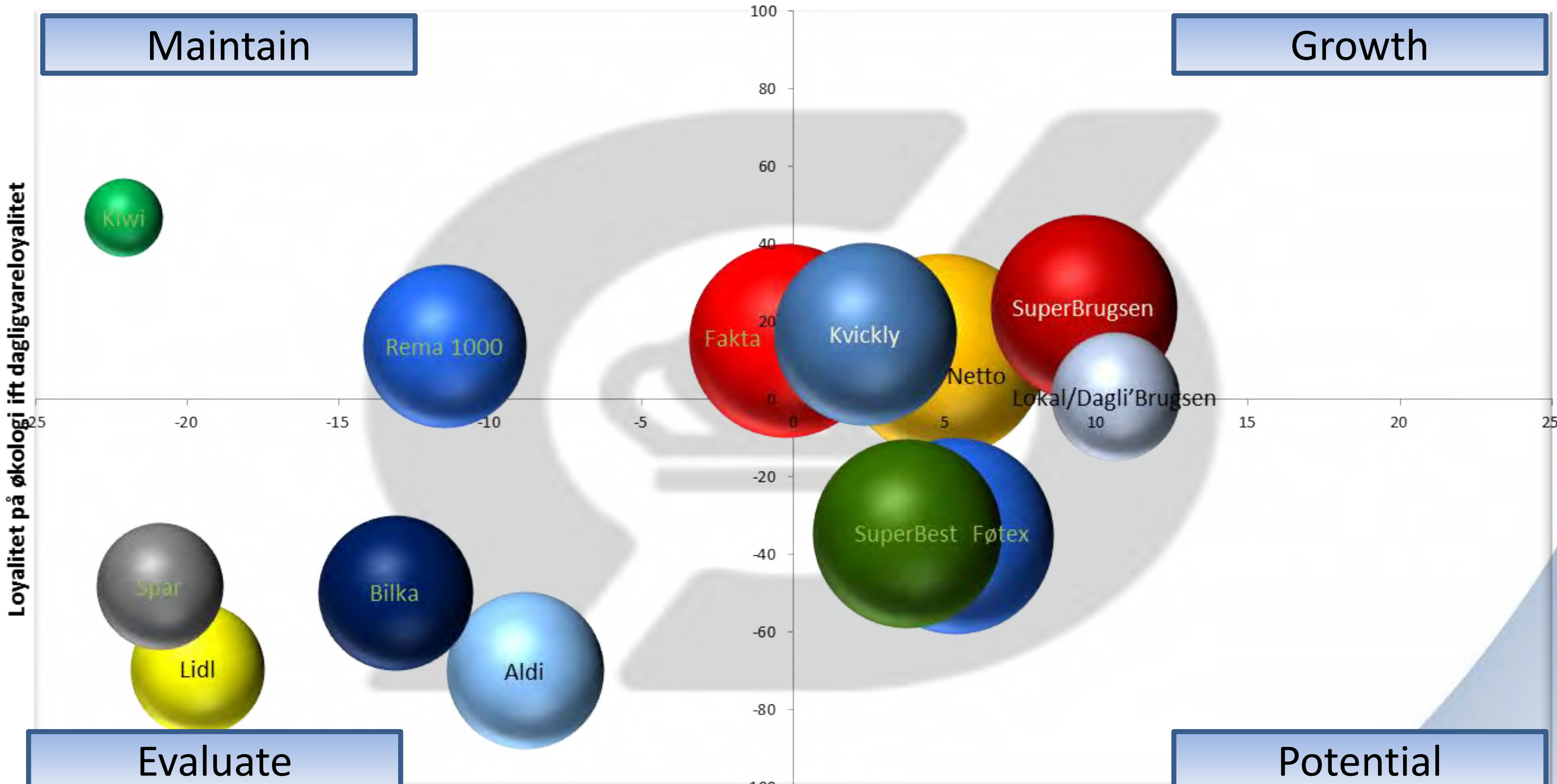
Share of Danish households



Source: GfK shopper insights, Denmark 2012

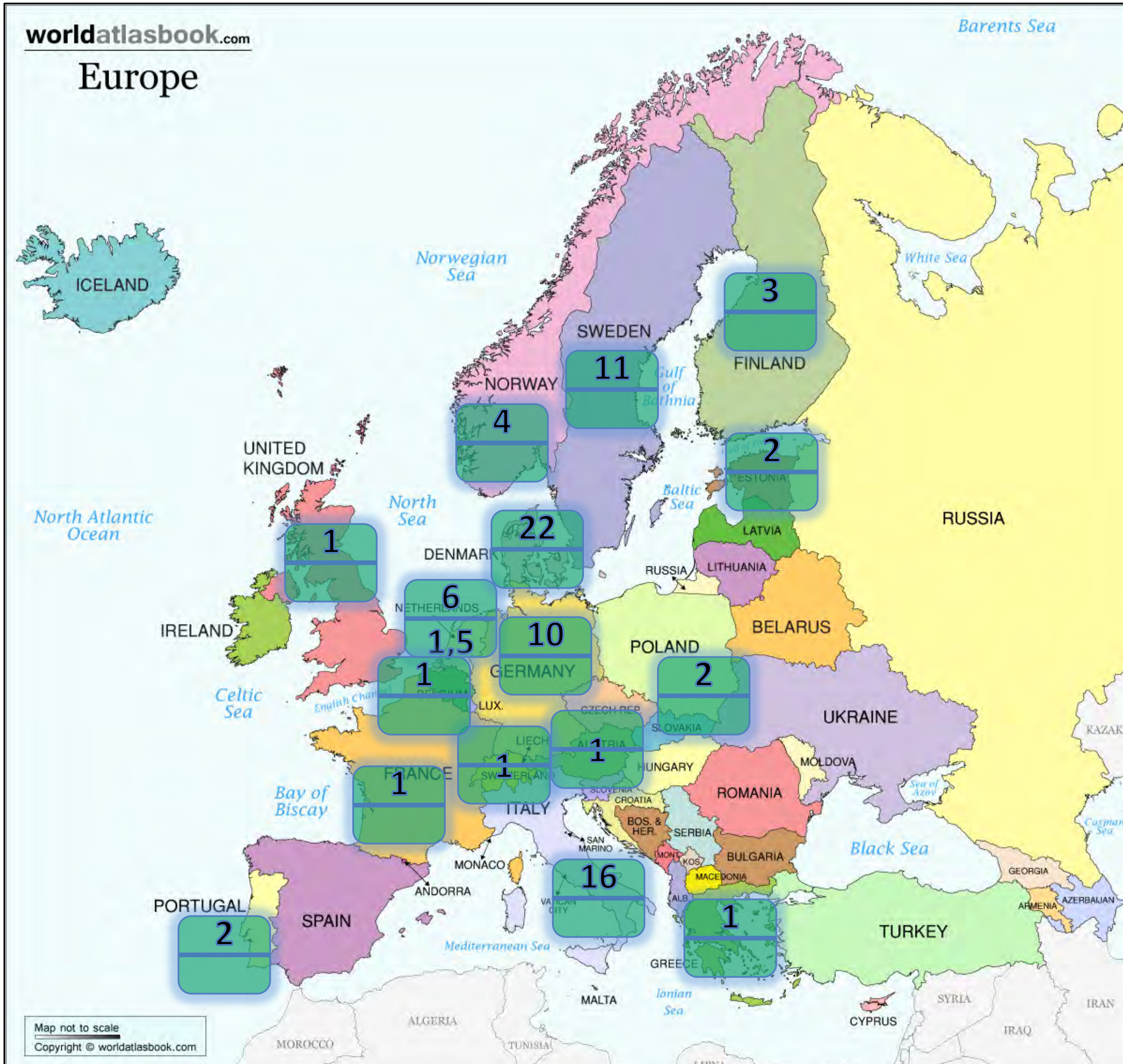
COOP - an interesting partner in organic

COOP in Denmark have some of the most organic oriented consumers



Source: GfK consumer tracking in DK, MAT June 2010

Coop Trading organic sourcing origin



No. Of suppliers

Organic supplier qualifications

- Flexible production – efficient production also of smaller volumes
- Country of Origin labelling
- Market oriented – understanding the increasing”mainstreamining” of Organic consumer demands and the contrains in terms of pricing
- Innovative - in taste, function and packaging