

WELCOME TO SPAR AUSTRIA



Mag Rudolf Staudinger,
Member of the Board
International Operations

Mag Fritz Poppmeier,
Member of the Board
Expansion and
Independent Retailers

Dr Gerhard Drexel,
Chief Executive
Officer

Hans K. Reisch,
Member of the Board
Finance and Company-
Owned Stores

SPAR, the company

Founded in 1954 in Tyrol by Hans F. Reisch, together with 100 independent retailers, today SPAR has stores throughout Austria. Over the years, the SPAR Austria Group has grown to become a Central European retail group that sets milestones with its store architecture, marketing activities, assortment and logistics. The company is still family-owned to this day, and is therefore a 100 per cent private Austrian company.





The SPAR private labels assortment includes more than 5,000 products in the food retail business alone. They offer particularly good value for money and are significantly less expensive than comparable branded products where such items exist. The range is constantly being expanded with the addition of new private label products. In Austria the turnover generated by SPAR private labels already accounts for more than 40 per cent of total turnover.

SPAR PRIVATE LABELS

✓ **Highest quality standards:**
the toughest product safety controls

✓ **SPAR private labels are trendsetters:**
an innovative assortment which reflects modern lifestyles

Healthy food campaign

SPAR promotes healthy and sustainable products, particularly through its private labels. Examples include:

Fighting sugar content: the level of sugar in hundreds of private labels has been reviewed, the recipes adjusted, and the sugar content reduced.

Palm oil free: 99 per cent of SPAR private label food products are palm oil free.

Buying fish with a clear conscience: the WWF has graded all SPAR private label fish products as 100 per cent responsible.

SUSTAINABILITY AT SPAR

SPAR always acts responsibly, demonstrating how to create a sustainable future. This includes:



Climate goals for 2050: SPAR will reduce its energy consumption by 50 per cent (from 2009 levels) by the end of 2050. By 2050 almost 100 per cent of its energy will come from renewable sources.



Energy-efficient construction: LED lighting, state-of-the-art cooling and heating technology with energy recovery systems and eco-friendly materials are used in supermarket construction.



Support for social organisations: for many years now, SPAR has supported good causes and fought food waste through its "SPAR setzt Zeichen" funding programme. Every year millions in donations are handed over to social organisations.



Reducing plastic: for years, SPAR has been avoiding and reducing the use of packaging where shelf life and product quality permit, while making all remaining packaging increasingly recyclable.



COMPETITIVE ADVANTAGE OF A REGIONAL PRESENCE

The SPAR head office is located in Salzburg. Six regional centers are responsible for managing and supplying the Austrian SPAR outlets in each of the regions. A product of its historical development, the company's regional structure is unique in Austria and offers a competitive advantage, allowing the company to adopt a regional approach, as reflected in its product assortments, market management and suppliers.



Mag Alois Huber
 Managing Director
 SPAR Vienna/Lower Austria/
 Northern Burgenland
 Headquarters: St. Pölten
 Ebergassing logistics center
 SPAR/EUROSPAR: 416
 Employees*: 12,040



Jakob Leitner
 Managing Director
 SPAR Upper Austria
 Headquarters: Marchtrenk
 Wels central
 distribution center
 SPAR/EUROSPAR: 277
 Employees*: 9,232



Gerhard Ritter
 Managing Director
 SPAR Vorarlberg
 Headquarters: Dornbirn
 SPAR/EUROSPAR: 93
 Employees*: 3,497



Dr Christof Rissbacher
 Managing Director
 SPAR Salzburg/Tyrol
 Headquarters: Wörgl
 SPAR/EUROSPAR: 252
 Employees*: 8,123



Mag Christoph Holzer
 Managing Director
 SPAR Styria/
 Southern Burgenland
 Headquarters: Graz
 SPAR/EUROSPAR: 254
 Employees*: 7,086



Mag Markus Kaser
 Managing Director INTERSPAR (incl. Maximarkt)
 73 INTERSPAR stores
 (64 INTERSPAR hypermarkets,
 2 INTERSPAR pronto, 7 Maximarkt stores)
 1 INTERSPAR take away
 More than 70 restaurants:
 50 INTERSPAR Restaurants,
 6 maxi.restaurants and maxi.bistros,
 1 Pasta & Café by INTERSPAR,
 16 Café Cappuccino
 8 INTERSPAR bakeries
 Employees: 9,508



Mag Paul Bacher
 Managing Director
 SPAR Carinthia/East
 Tyrol
 Headquarters:
 Maria Saal
 SPAR/EUROSPAR: 136
 Employees*: 3,306

*) Employees incl. INTERSPAR and retail

SPAR's in-house production



TRADITIONAL BAKERIES

With eight of its own bakeries, INTERSPAR is one of the few true bakers in Austria's food retail business. Each year, around four million kilogrammes of flour are lovingly processed by hand into a wide variety of baked goods. 100 per cent of

the used flour comes from Austrian crops – something you can taste.



SPAR PRIVATE LABEL COFFEE AND TEA

Coffee and tea from SPAR's coffee roasting and tea packaging business, REGIO, based in Marchtrenk, Upper Austria, have been part of the SPAR assortment for decades. Every year around 130 million teabags with 90 different tea varieties and

around 4,000 tonnes of roast coffee leave these state-of-the-art production facilities.



TOP-QUALITY MEATS AND SAUSAGES

For over five decades, SPAR has been producing top-quality speciality meat and sausage products under the TANN brand, using only Austrian meat. The six regional TANN meat factories are continually creating innovative

products. TANN is a major partner to Austrian agriculture.



WINE MADE BY SPAR

At over 100 hectares, SPAR's own WEINGUT SCHLOSS FELS in Fels am Wagram, Lower Austria, is one of Austria's largest vineyards. The wealth of experience enjoyed by all those working at this vineyard ensures the wine they produce is of excellent quality. Owned by the SPAR

Austria Group since 1986, it ensures that only the finest wines find their way onto the store shelves.

Key pillars: the SPAR retailers

SPAR's history begins with its independent retailers. In 1954, pioneering wholesale and retail traders came together to pool their efforts under the SPAR brand. Today a total of 701 outlets are run by independent SPAR retailers.



SPAR as an employer: secure jobs with a future

Being part of the SPAR family means finding exactly the right career from the many job opportunities on offer, receiving support in building a career, team spirit and much more. As Austria's largest private employer and the country's largest private apprentice trainer, SPAR offers its employees a wide range of social benefits. At 79 per cent, employee satisfaction at SPAR is excellent, and 85 per cent of employees recommend SPAR as an employer.

HIGHLIGHTS 2018



2,700

local and regional producers supply SPAR with around 37,000 products



Around **82,700** people work for the SPAR Austria Group, over 44,700 of them in Austria alone

More than **1,300** new jobs were created by the SPAR Austria Group at home and internationally in 2018



3,174 outlets at home and abroad, 1,560 of which are SPAR outlets** in Austria



EUR 15.05 billion

in total turnover was generated by the SPAR Austria Group in 2018



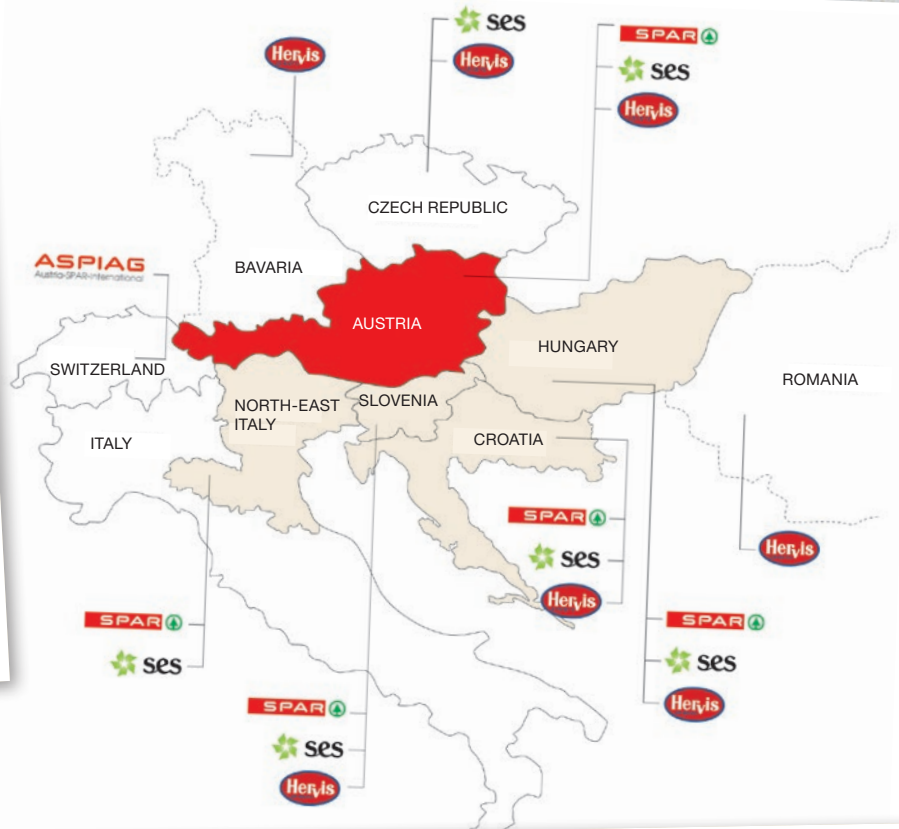
4.7% growth in turnover was recorded by the SPAR Austria Group at home and internationally in 2018

**) excluding Hervis and SES

FOOD RETAIL BUSINESS, SPORTS RETAIL BUSINESS, SHOPPING CENTERS

SPAR ABROAD: ASPIAG

Outside Austria, SPAR has established itself in neighbouring countries. The international businesses have been managed by ASPIAG (Austria SPAR International AG) since 1990. The SPAR Austria Group in North-East Italy, Hungary, Slovenia and Croatia is highly successful in its core food retail business. The subsidiary Hervis is also present in the Czech Republic, Romania and Bavaria, while SES Spar European Shopping Centers operate in the Czech Republic as well. Consequently, the SPAR Austria Group today is based on three strong pillars: the food retail business, the sports retail business and shopping centers. For more information go to: www.aspiag.com/en/spar



SPORTS RETAIL BUSINESS: HERVIS

SPAR has been exceptionally successful in the sports retail business for over 40 years with its subsidiary Hervis. The trendy and varied range of goods, a broad service offering, competent advice and aggressive pricing have made Hervis an expert in the world of fashion and sports. Following its motto of "Get movin'", Hervis symbolises the joy of exercise and a positive attitude towards life. Today Hervis is one of Austria's largest sports retail chains. Hervis is enjoying growth, both in Austria and internationally. It is also an innovation leader, particularly in multichannel and store concepts.

SHOPPING CENTERS: SES SPAR EUROPEAN SHOPPING CENTERS

The SPAR Austria Group also includes Austria's largest shopping center developer, constructor and operator, SES Spar European Shopping Centers. SES bundles all the SPAR Austria Group's shopping center activities in a single company. Founded in 2007 as an independent corporate group within the SPAR Austria Group, today SES is one of Europe's top shopping center developers. The market leader in Austria and Slovenia, SES, currently also operates in Italy, Hungary, the Czech Republic and Croatia. The majority of the shopping centers are owned by SES, with SES assuming the management and leasing responsibilities for those not under SES ownership. For more information visit: www.ses-european.com/en



SUCCESSFUL STORE FORMATS

SPAR offers its customers several types of stores, each specifically targeted and designed to meet particular customer requirements. The product assortment varies between 1,500 and 50,000 products, depending on the store type.

SPAR express forecourt stores

offer food at supermarket prices, seven days a week, over a sales area of 80 m².



SPAR supermarkets

are modern local suppliers carrying a full assortment of attractively priced products and with a large fresh food section. The sales area extends to nearly 1,000 m².

SPAR gourmet stores

are delicatessens offering a broad range of top-quality gourmet food (only in Vienna, Lower Austria and Burgenland).



EUROSPAR markets

offer an attractively priced range of fresh food and non-food products over a sales area of 1,000 to 2,000 m².



INTERSPAR hypermarkets

cover a sales area of 2,500 to 6,000 m² and provide a unique combination of up to 50,000 food and non-food products.



Maximarkt stores

in Upper Austria and Salzburg with a sales area of up to 5,000 m² are distinguished by their regional assortments, offered together with products from all over the world.

