

WELCOME TO SPAR AUSTRIA



Mag Paul Klotz
Member of the Board

KR Hans K. Reisch
Deputy CEO

Mag Fritz Poppmeier
CEO

Mag Marcus Wild
Member of the Board

Mag Markus Kaser
Member of the Board

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. SPAR is Austria's leading food retailer.

SPAR 

INTERSPAR 

**maxi
markt**

Hervis
SPORTS

 **ses**

SPAR PRIVATE LABELS

SPAR private labels are divided into a variety of quality and price levels, ensuring that the entire range of customer diets, preferences and budgets are all accommodated.



SPAR private label products are bestsellers, and excellently priced. They reflect the major trends in the food retail business, including organic and regional products, healthy eating, vegetarian and vegan alternatives, sustainability, convenience and premium products. SPAR private labels meet the highest quality standards.

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 products 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

For years, SPAR has been an advocate of organic and healthy food, sustainable farming, environmental protection and social engagement, always mindful of its social responsibility.



Climate goals: SPAR has committed itself to reducing its greenhouse gas emissions by 90 per cent (from 2009 levels) by the end of 2050.



Sustainable architecture: Long-term sustainability, as set out in the SPAR construction handbook, is achieved through the use of natural building materials such as wood and stone, and building systems chosen according to their energy efficiency.



Supporting good causes: SPAR provides fast and uncomplicated assistance where it is most needed. SPAR focuses its efforts on supporting social organisations and providing aid in Austria, through agencies such as *Licht ins Dunkel*, *Caritas* and *Rettet das Kind*.



Reduce plastic with SPAR: SPAR aims to sell a large proportion of its fruit and vegetables unpacked, in reusable containers as well as filling boxes brought by customers to the delicatessen counters.



Food is valuable: Only around one per cent of the food items on offer at SPAR remains unsold. Food which is still good quality is collected by a variety of social organisations. In most Austrian provinces, SPAR retrieves unsold bread and rolls, forwarding them for use in animal feed.



COMPETITIVE ADVANTAGE OF A REGIONAL PRESENCE



Jakob Leitner
Managing Director
SPAR Upper Austria
REGIO

Headquarters: Marchtrenk
Wels central distribution
center



Mag Alois Huber
Managing Director
SPAR Vienna/Lower Austria/
Northern Burgenland
WEINGUT SCHLOSS FELS

Headquarters: St. Pölten
Ebergassing logistics center



Mag Patricia Sepešková
Managing Director
SPAR Salzburg/Tyrol

Headquarters: Wörgl



Mag Carina Pollhammer
Managing Director
SPAR Vorarlberg

Headquarters: Dornbirn



Mag Paul Bacher
Managing Director
SPAR Carinthia/East
Tyrol

Headquarters:
Maria Saal



Mag Christoph Holzer
Managing Director
SPAR Styria/
Southern Burgenland

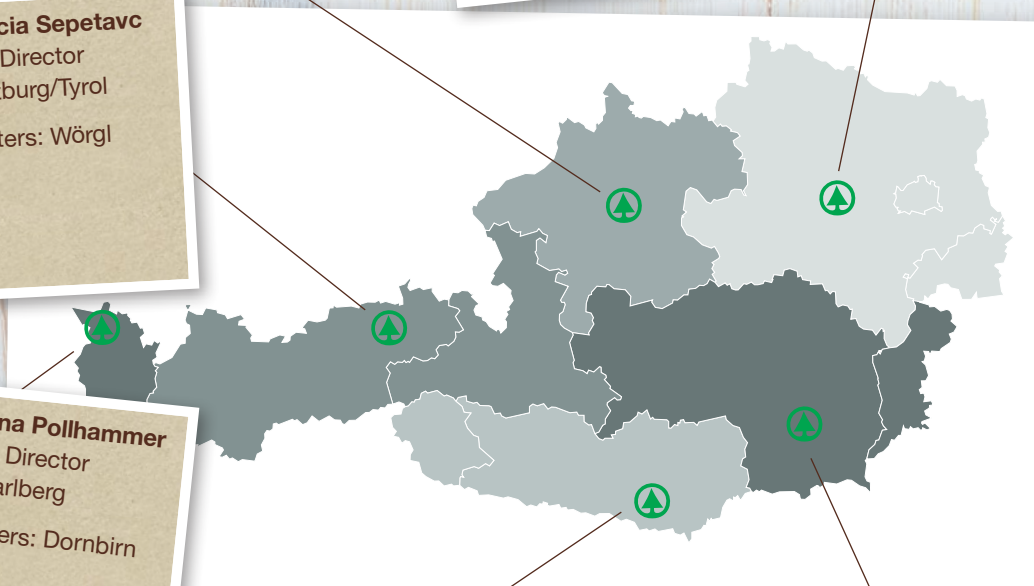
Headquarters: Graz



Mag Johannes Holzleitner
Managing Director INTERSPAR (incl. Maximarkt)
76 INTERSPAR stores
(67 INTERSPAR supermarkets,
2 INTERSPAR pronto,
7 Maximarkt stores)

More than 70 restaurants:
51 INTERSPAR Restaurants,
16 Café Cappuccino,
6 maxi.restaurants,
2 maxi.Kaffee,
1 Pasta & Café

8 INTERSPAR bakeries



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.

SPAR's in-house production



TRADITIONAL BAKERIES

With eight regional bakeries, INTERSPAR is one of the few true bakers in Austria's food retail landscape. Every day, around 300 employees produce 150 different types of bread, rolls and pastries, with the help of traditional artisanal methods.

They use more than 6,000 tonnes of flour a year, 100 per cent sourced from Austria.



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 fresh meat and sausage factories are continually creating innovative products. TANN is a major partner to Austrian agriculture.



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.



WEINGUT SCHLOSS FELS

Since 1986, SPAR has owned one of Austria's largest vineyards: WEINGUT SCHLOSS FELS in Fels am Wagram, Lower Austria, has vineyards extending over an area of 100 hectares. The wealth of experience enjoyed by employees at the vineyard ensures the wines they produce are of excel-

lent quality. They are sold through SPAR in Austria and supplied to SPAR in Northern Italy, Slovenia, Croatia and Hungary. WEINGUT SCHLOSS FELS also produces a wide range of spirits.

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 690 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. Employee satisfaction at SPAR is at around 80 per cent, and 86 per cent of employees recommend SPAR as an employer.



86%

of SPAR employees recommend
SPAR as an employer

FOOD RETAIL BUSINESS, SPORTS RETAIL BUSINESS, SHOPPING CENTERS



FOOD RETAIL BUSINESS

SPAR's core business is, and remains, food retail in Austria. With around 1,600 outlets, SPAR supplies the entire country with high-quality foods: from Vorarlberg to Burgenland, there is hardly a local community in Austria without its own SPAR. Whether in major cities or small villages of only a few hundred inhabitants, across the country SPAR outlets play an essential role in providing access to modern neighbourhood stores.

SPORTS RETAIL BUSINESS: HERVIS

SPAR has been successful in the sports retail business for over 50 years through 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. Hervis is enjoying growth both in Austria and internationally and is also an innovation leader in areas such as multichannel and store concepts.



(C) ATP/Pierer

SHOPPING CENTERS: SES SPAR EUROPEAN SHOPPING CENTERS

SES bundles all the SPAR Austria Group's shopping center activities in a single company and is the market leader for large-scale shopping malls in Austria and Slovenia. The company develops, leases and manages both its own shopping centers and those belonging to investors. SES shopping centers are modern marketplaces, attracting visitors with a perfect mix of shopping, services, entertainment and first-class dining.

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 Northern 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.



SUCCESSFUL STORE FORMATS

Tailor-made solutions for every location

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 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 express forecourt stores

Customers can choose from 2,000 to 2,500 everyday items.



SPAR gourmet stores

are a special type of SPAR supermarkets. These gourmet stores offer a broad range of top-quality foods and delicacies and are only located in Vienna, Lower Austria and Burgenland.



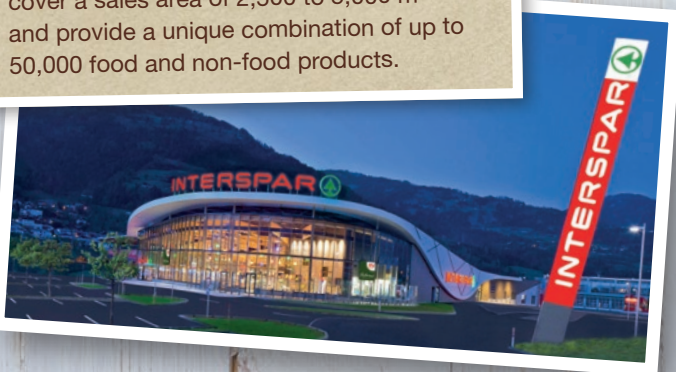
EUROSPAR markets

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 5,000 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.

