

COOP EURO, JSC. - COMPANY PROFILE



COOP EURO, Jsc. was established in December 2000. It is an international purchasing alliance of four mutually non-competitive European cooperative retail systems – Coop Hungary Zrt., COOP Jednota Slovensko, s.d., COOP Centrum Družstvo and Central Cooperative Union - Bulgaria. All of these retail systems are well-known on their native markets for their dominance and decisive influence on the retail market.

The COOP EURO company has been built as a modern European company, which provides unique opportunities for integrated trade and supplementary activities, used by the national headquarters of COOPs.

The importance of the establishment of the company is namely in its strong business partnership, know-how, profound knowledge of common markets and regional features.

COOP EURO Jsc.

performs the following activities in particular:

- purchasing and marketing activities
- arranging multinational private label products
- co-operation and exchange of knowledge and business know-how of shareholders

COOP EURO

is a reliable purchaser, a trustworthy business partner representing the power, quality, security and tradition of co-operative retail.

CORPORATE STRATEGY:

- to strengthen the position of our members on the local markets by joining the local priorities on international level
- to stabilize COOP EURO as an international strategic buying alliance
- to maximize the benefits of joint-buying operations

PRIVATE LABEL COOP PREMIUM



COOP EURO, Jsc. presents to customers of its shareholders an international premium private label COOP Premium. It complements the national headquarters private labels.

COOP Premium is strong, modern, international retail trade label, assisting the cooperative retail trade to increase its competitiveness.

The products of this brand meet the highest quality standards and are determined in particular for the most demanding of customers. Even though they are classified in the premium category, they are cheaply priced. From that reason the customer has the opportunity of buying these products at lower prices than other premium products.

The choice of name was not selected just by chance. It is universal for all four markets, which have different languages, as well as characterising the qualitative parameters of the product.

PRIVATE LABELS OF COOP EURO SHAREHOLDERS

	COOP HU	COOP SK	COOP CZ	COOP BG
Types according to segments	COOP Jót jó áron COOP Jó nekem COOP Premium	COOP Jednota Dobrá cena COOP Jednota Tradičná kvalita COOP Premium Exclusively for COOP	Quality standard COOP Klasik COOP Premium	COOP COOP Premium



BRAND POSITIONING

- modern
- unique
- premium product segment
- reasonable price
- for consumers with a preference of high-quality products from international brands

CORPORATE GOVERNANCE



Supervisory Board

Lajos Csepeli Chairman
(Chairman of Co-op Hungary Zrt.)

Zdeněk Juračka Deputy Chairman
(Chairman of COOP Centrum družstvo)

Gabriel Csollár Member
(Chairman of COOP Jednota Slovensko, s.d.)

Petar Ivanov Stefanov Member
(Chairman of Central Cooperative Union - Bulgaria)

Ján Guši Member
(Deputy Chairman of COOP Centrum družstvo)

László Murányi Member
(CEO of Co-op Hungary Zrt.)

Ludovít Kulcsár Member
(Chairman of COOP Jednota Dunajská Streda, s.d.)

Marin Tomanov Donchev Member
(Deputy Chairman of Central Cooperative Union - Bulgaria)

Board of Directors

Ján Bilinský Chairman
(Commercial Director of COOP Jednota Slovensko, s.d.)

Josef Holub Deputy Chairman
(Director of COOP Centrum družstvo)

László Tóth Member
(Director of Unió Coop Zrt.)

Veselin Lyubenov Svilenski Member
(Director of Trade Department, Central Cooperative Union - Bulgaria)

INFORMATION ABOUT THE SHAREHOLDERS OF COOP EURO, JSC. >> TO 31. 12. 2009

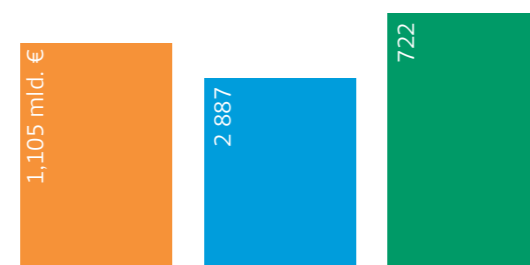
HUNGARY

Co-op Hungary Zrt.

Retail turnover: 1,105 mld. €

Number of shops: 2 887

Number of private label products: 722



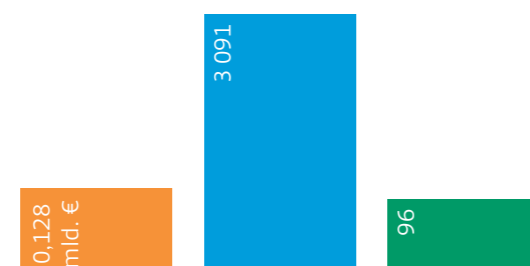
BULGARIA

Central Cooperative Union

Retail turnover: 0,128 mld. €

Number of shops: 3 091

Number of private label products: 96



SLOVAKIA

COOP Jednota Slovensko, s.d.

Retail turnover: 1,197 mld. €

Number of shops: 2 305

Number of private label products: 610



CZECH REPUBLIC

COOP Centrum Družstvo

Retail turnover: 1,046 mld. €

Number of shops: 2 805

Number of private label products: 671



COOP EURO, JSC.

Head Office:



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BULGARIA

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