

## Milestones in 2024

### Commitment to low prices

Coop is firmly committed to low consumer prices and reduced the prices of over 2 400 products in the reporting year. Its popular own-label brand Prix Garantie, featuring 1 500 products and 500 branded goods at discount prices, is another example of how Coop helps save Swiss households money.



### Coop supports victims of environmental catastrophes

In Switzerland, Coop and Coop Aid for Mountain Regions donated a total of 600 000 Swiss francs to regions affected by severe weather – 200 000 francs in the wake of the landslide in the Misox valley and 400 000 francs for measures following floods in Valais and Ticino. The donations were made in the form of shopping vouchers and financial aid. In Valencia, Spain, Coop allocated an additional 350 000 Swiss francs: subsidiary Alifresca donated 100 000 Swiss francs, while Coop provided 250 000 Swiss francs to Transgourmet Ibérica for supplies, cleanup efforts and shopping vouchers.

### Fifth «Day of Good Deeds» gets all of Switzerland moving

With its «Day of Good Deeds», Coop encourages charitable commitment and assumes social responsibility as a cooperative. Families, individuals, associations, organizations, partners and Coop employees did hundreds of thousands of good deeds on 25 May 2024, making a positive contribution to society and the environment.



### Record number of apprentices

Over 1 200 apprentices began their training at Coop in 2024. At its supermarkets' in-store bakeries, Coop is now training 12 apprentices as bakers/confectioners with federal VET diploma. The cooperative aims to make this profession appeal to the next generation by predominantly offering daytime work. Innovative professional training programmes such as this are a hallmark of Coop as one of the largest providers of apprenticeships in Switzerland.

### Transgourmet takes over Saviva and Pomona Suisse AG

Transgourmet Switzerland has integrated catering supplier Saviva into its portfolio and has also taken over Pomona Suisse AG, another wholesaler for the catering sector in German-speaking and French-speaking Switzerland. This will significantly expand and enhance the offerings for customers in logistics, distribution and product ranges, as well as further strengthen Transgourmet Switzerland's market position.



## Digital Commerce Award for Coop.ch

Coop.ch has won the Digital Commerce Award, taking the top spot in the «Omni-Channel» category. Features such as special offer alerts, the shopping list and the digital shopping assistants «My Coop» and «My wines» are part of this personalized omni-channel shopping experience.



## Coop secures the future of three mountain projects

Through the traditional Swiss National Day campaign, Coop and Coop Aid for Mountain Regions donated around 1.2 million Swiss francs in total to Alp Predasca (Canton Ticino), Alpage de Pointet (Canton Valais) and the Alpine dairy in Kandersteg (Canton Bern). This will enable urgently needed renovations to be undertaken at these sites, safeguarding the long-term future of the dairy and the two Alps, as well as value creation in the region.

## Anniversaries of popular own-label brands

Oecoplan celebrates its 35th anniversary, making it the oldest sustainability-focused brand in Switzerland. Over 2 000 environmentally friendly products that meet stringent ecological criteria and are labelled with the WWF logo inspire Coop's customers on a daily basis. Miini Region, Fine Food and Naturaline Cosmetics are also celebrating their 10th, 20th and 25th anniversaries, respectively.



## Tackling food waste

Preventing food waste is very important to Coop. Working with partners, Coop donated 34.4 million plates of food to people living in poverty last year. Coop now offers customers selected fresh meat products, which are frozen on their use-by date, at a reduced price. Freezing extends the shelf life of the products by an additional 90 days.

## Coop takes over Coop Pronto in full

With Coop's acquisition of the remaining 49% stake in Coop Mineraloel AG from US company Philipps 66, Coop Pronto is now 100% Swiss-owned. With this acquisition, Coop is consolidating its position in the growing convenience market, securing 324 attractive locations and thus reinforcing its core business. The Coop Pronto locations will continue to be operated in the franchise system in line with the previous concept.