

# Corporate profile

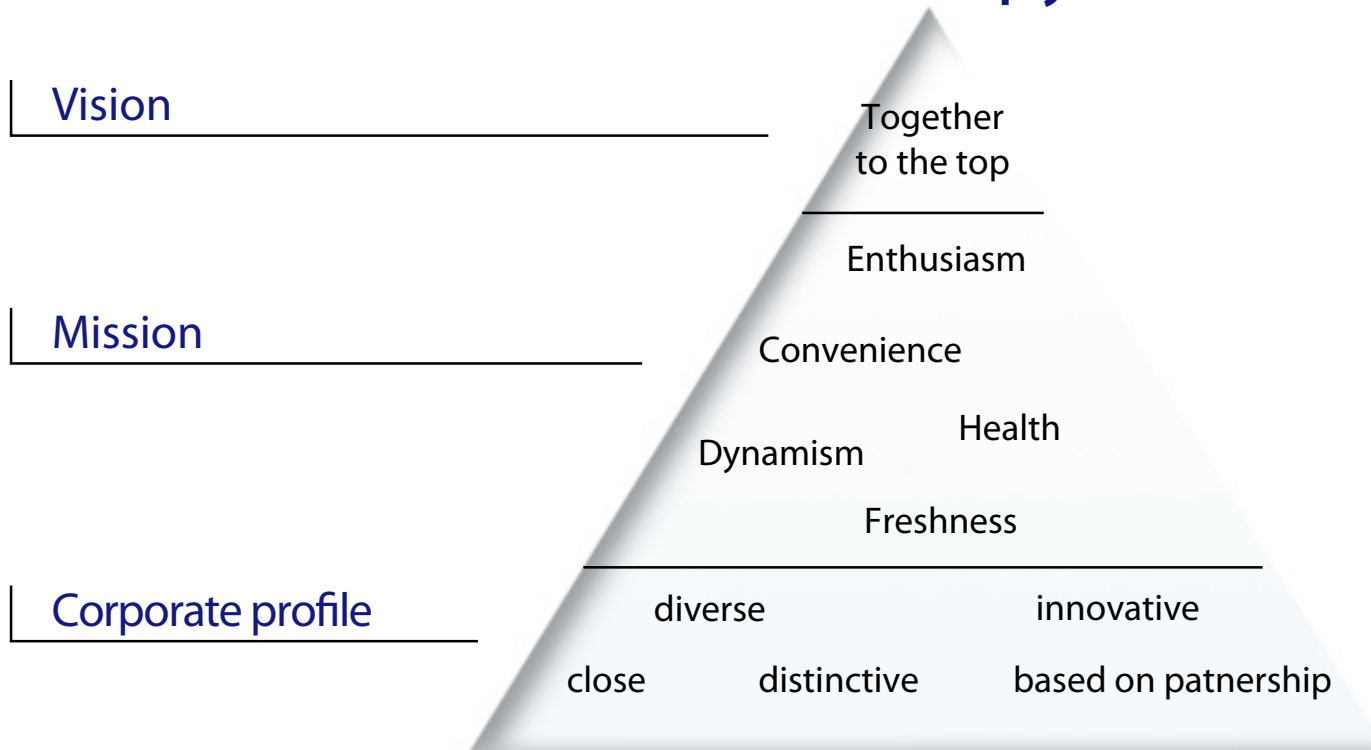
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# Our success pyramid



# Our success pyramid



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Together to the top



# close

We are present where people like to be



We know our customers and we speak their language



We take our customers' concerns seriously



We operate the densest network of sales outlets



We offer services round the clock



We support useful projects in the public interest



We are ourselves loyal customers of our own enterprises



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Together we reach out to one another

diverse

coop



# diverse

We offer the best selection of ranges and services



We act nationally, regionally and locally



We offer the most varied array of products in a range of different sales formats



We create exciting shopping and consumer experiences for our customers



We are leaders in consumer information



We build on the individual strengths of our employees



We offer our employees a wide range of occupational and professional-development opportunities



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Together we achieve excellent products and services



# districtive

We stand out for the freshness and quality of our offering



We are committed to organic farming and humane animal husbandry through our uniquely distinctive Naturaplan flagship label



We offer a unique mix of flagship labels, branded articles and own brands



We guarantee the best value for money



We set the standards for service and customer guarantees



We impress through the friendliness and professional expertise of our staff



We communicate forcefully and effectively



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Together we create added value

innovative

coop



# innovative

We are impetus drivers and multipliers of new, sustainable offerings



We develop fast and effective processes by combining expertise and decision-making powers



We foster the courage to be creative and the determination to bring about change



We measure ourselves against the best and we pay attention to detail



We use new technologies to find intelligent solutions.



We are a learning organization



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Together we shape our future

partnership-oriented

coop



# partnership-oriented



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Together we inspire trust

Together to the top



# Together to the top

Close

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Together we reach out to one another

diverse

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Together we achieve excellent products and services

profiled

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Together we create added value

innovative

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Together we shape our future

based on partnership

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Together we inspire trust



Me, You, We

coop

