

**UNA BUONA SPESA
PUÒ CAMBIARE IL MONDO.**

Welcome from

Coop Italia



With its 2.500 stores
COOP operates in :

18 Regions

102 Provinces

1.350 Municipalities



Coop's history and Mission

Coop Italia's history dates back to 1854



LE ORIGINI DELLA COOPERAZIONE:



Coop Mission



To protect the environment



To protect people's purchasing power, health and safety



To contribute to the growth of Co-operation



To promote consumers' awareness



COOP ITALIA KEY FIGURES

15 bln
Total TO

14 bln
RETAIL TO

2.500
Stores

77
Co-operatives

6,4 mln
Consumer
members

10 mln
Weekly
customers



2020-2022: discontinuity and crisis...



PANDEMIC
AND WAR



INFLATION

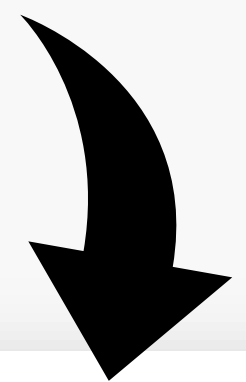


ERODED
PURCHASING
POWER

... brings a risk of a decline in consumption



Consumers are more aware of health and sustainability
and looking for money and time-saving solutions



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“

Coop Italia strategy
is to put the Private
label at the core of
the offer

”



The values of our Private label



5500

SKUs range

30%

Market share

3,1 bln

Total turnover

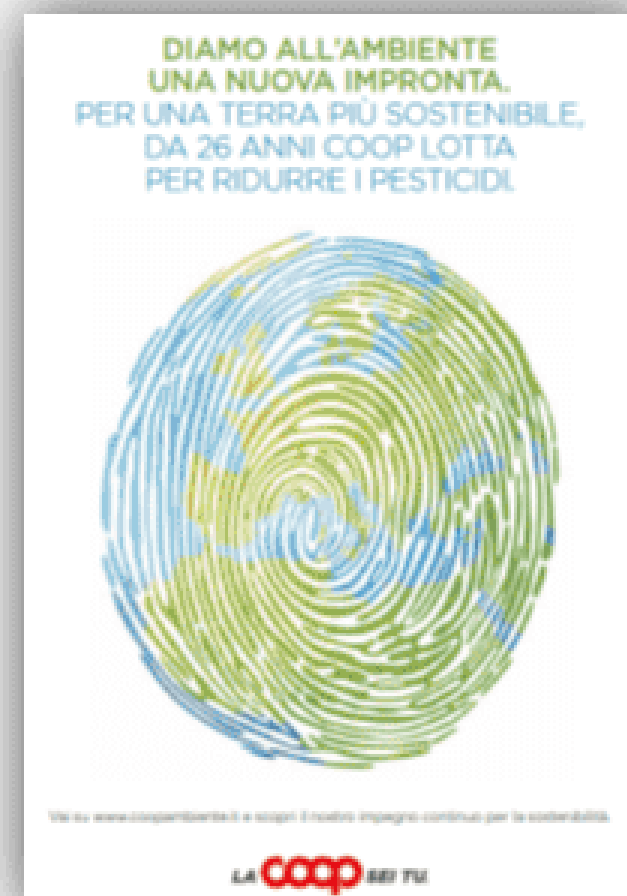
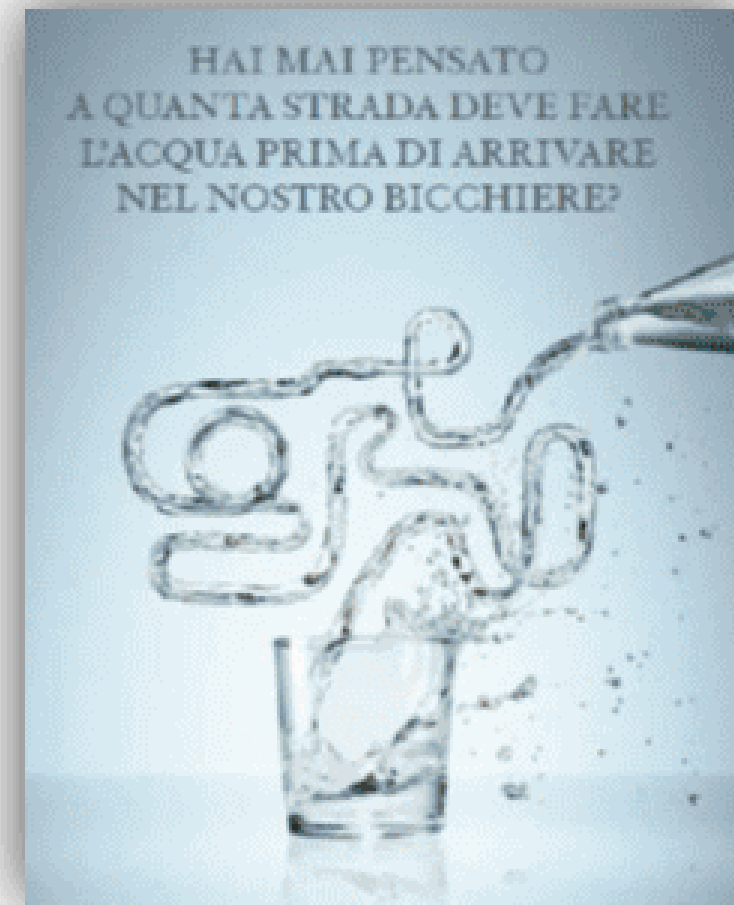
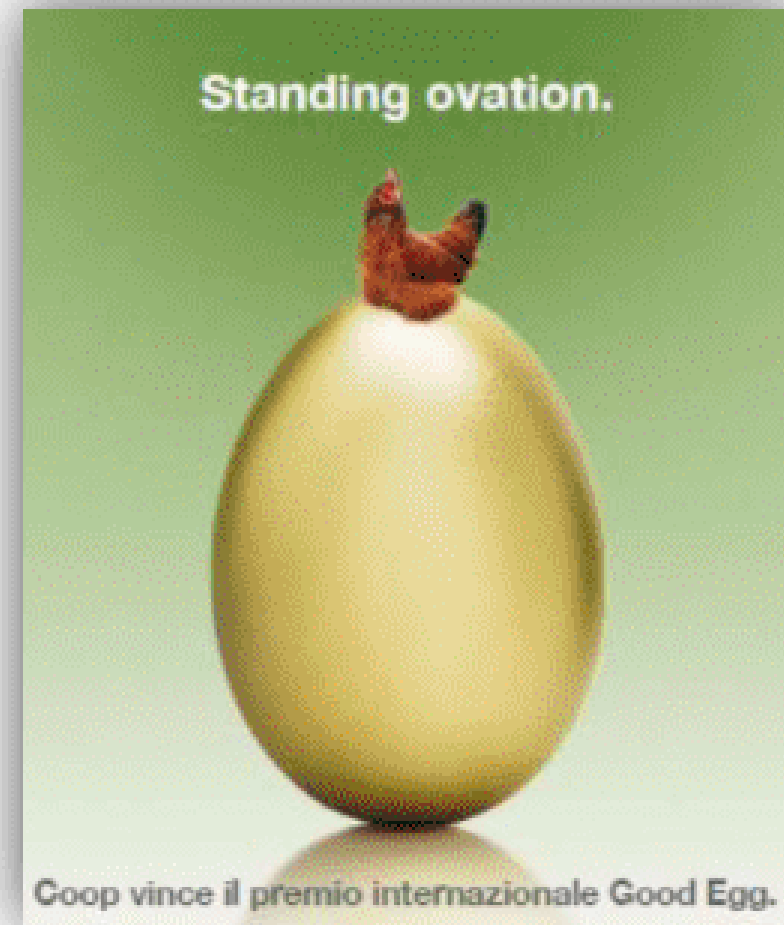
600

Selected suppliers



Coop actions to promote social and environmental

some examples of the past 10 years



Our new Products



Our new Products



Our new Products



Coop Italia is the only Italian retailer with a direct sourcing office in Asia

Coop Far East



"Coop Far East is Coop Italia's global procurement hub, dedicated to providing high quality products and efficient business solutions to **create value** and **competitive advantages** for our stakeholders and customers. Our mission is a clear expression of the company's strategy, based on providing **quality products** and **effective business solutions**."



We share Coop's values

We are dedicated to **constantly evolving**, looking for innovative ways to optimize our processes, increase our capabilities and improve the level of service.



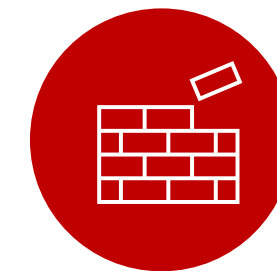
Cooperation

Working together with our partners and customers to achieve a common goal



Ethics and Integrity

We pride ourselves on maintaining high standards of business ethics. We always put the interests of customers and the company at the center of our decisions



Continuous improvement

We are dedicated to constantly evolving, looking for innovative ways to optimize our processes, increase our capabilities and improve the level of service

How a base in Far East Supports Coop Italia's strategy

Having a team in far east allows Coop to bring innovation quickly, and adapt to the market changes



SOURCING

A base in the Far East allows us to source products that gives us a competitive advantage in the marketplace.



INNOVATION

The Asian team help us identifying new and innovative products to bring to our customers, helping us stay ahead of the curve in terms of product development and design.



SPEED & FLEXIBILITY

Thanks to the team in Asia, Coop Italia take advantage of the flexibility to quickly adapt to changes in the market, and respond to evolving needs

How a base in Far East Supports Coop Italia's strategy

Allows us to ensure that our products reflect our standards and values, and that our customers can trust us to deliver high-quality products every time.



PARTNER WITH VENDORS

We can work closely with our suppliers to ensure that they understand our needs and requirements, and to ensure their working ethic is in line with our principles.



QUALITY CONTROL

We can ensure that our products meet the high standards of quality and safety that we demand for our customers.



SUPPLY CHAIN

We control the process from sourcing to manufacturing and shipping to match our commercial calendar. This allows us to ensure that our products arrive on time based on our needs

Coop Far East

\$30M

Turnover

2K+

Products

400+

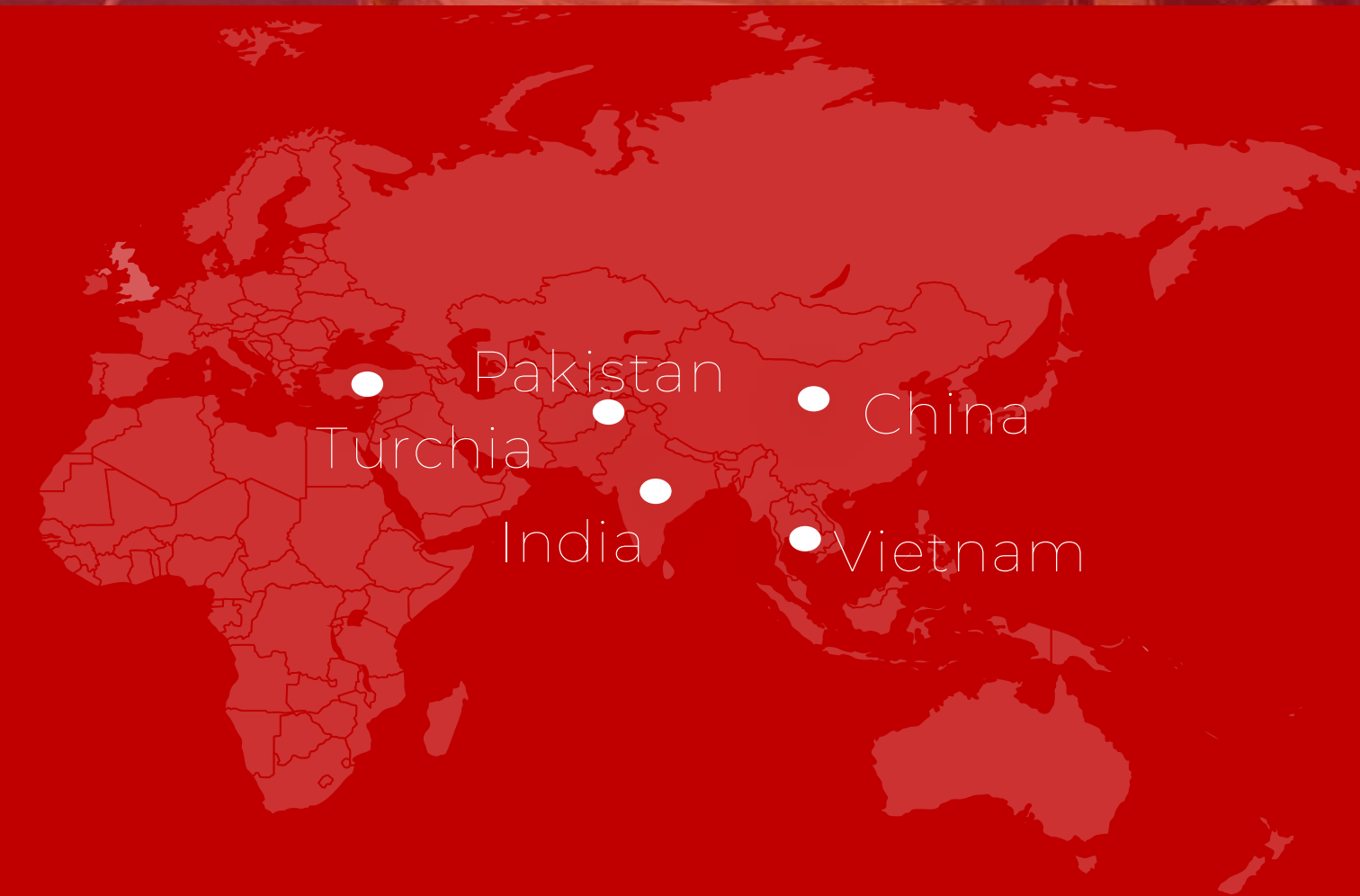
Instructions

120+

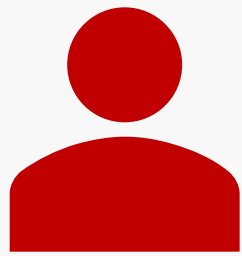
Suppliers

Solid and reliable supplier base

Although 80% of our volumes come from China, we have the ability to extend sourcing according to the specificities of each category.



Our team

30 



MERCHANDISER

They are the market experts.
They work closely with buyers on
product development.



QUALITY CONTROL

They ensure the products'
compliance with quality
requirements and oversee the
analyses and inspections,
providing final approval for
shipment



ORDER FOLLOW-UP

They follow the foreign order
cycle: from order confirmation to
shipment and document control



PACKAGING

They follow the label development
process, from the agency's brief to
print proof confirmation

Our customers

We collaborate with other
Cooperatives in Europe



The categories we manage



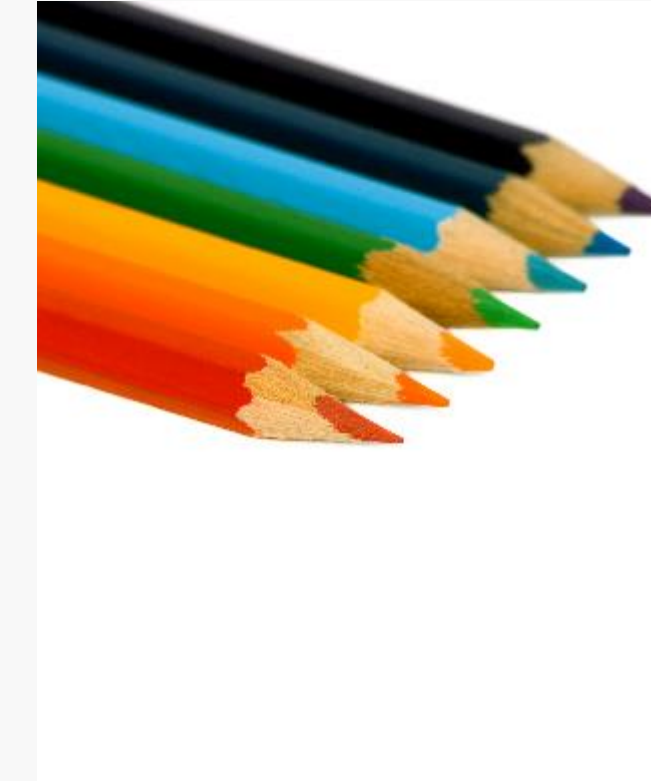
OUTDOOR

Garden furniture, gazebo and umbrellas, sea and swimming pools, camping and bbq



CAR ACCESSORIES

Windshield wipers, lamps, carpets, accessories



STATIONERY

Back to school, drawing, office, paper, sewing



DO IT YOURSELF

Batteries, hydraulics, power tools, hand tools

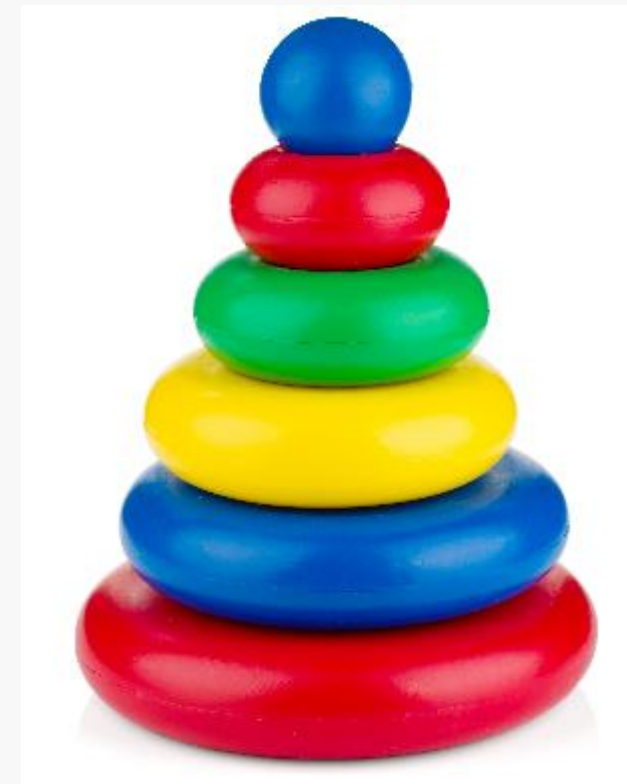
Brico and Seasonal

- 1  Department manager
- 4  Merchandisers
- 2  Order Management Specialist



GARDENING

Tools and greenhouses, solar lights, pots and decoration, irrigation



TOY

Christmas, sea, board games



SDA & SEASONAL

SDA, heating, air conditioning and ventilation



TRAVEL

Luggage, travel accessories

The categories we manage

Homeware and Soft Lines

- 2  Department manager
- 4  Merchandisers
- 2  Order Management Specialist



CHRISTMAS
Trees, lights, tree
decoration, home
decoration



FOOTWEAR
Slippers, flip-flops



KITCHENWARE
Tools, storage, water
bottles



COOKWARE
Pots, pans, baking,
sssteel cookware



HOUSEHOLD
Cloth rack, ironing board,
storage



OPTICS
Reading glasses, frames,
sunglasses



TABLETOP
Plates, cups, glasses



HOME TEXTILES
Bed, bath, seasonal

An aerial photograph of Hong Kong, China, taken during sunset or sunrise. The image is heavily overlaid with a warm, reddish-orange color. The city's dense skyline is visible, with numerous skyscrapers and buildings. The Victoria Harbour is in the center, with several ships and boats. In the background, the mountains of Hong Kong are visible under the hazy sky. The text '谢谢', 'Grazie', and 'Thank you' is centered over the image.

谢谢
Grazie
Thank you