

REWE INTERNATIONAL AG

CORPORATE PRESENTATION

CEE | September 2019



REWE GROUP & REWE INTERNATIONAL AG

REWE Group

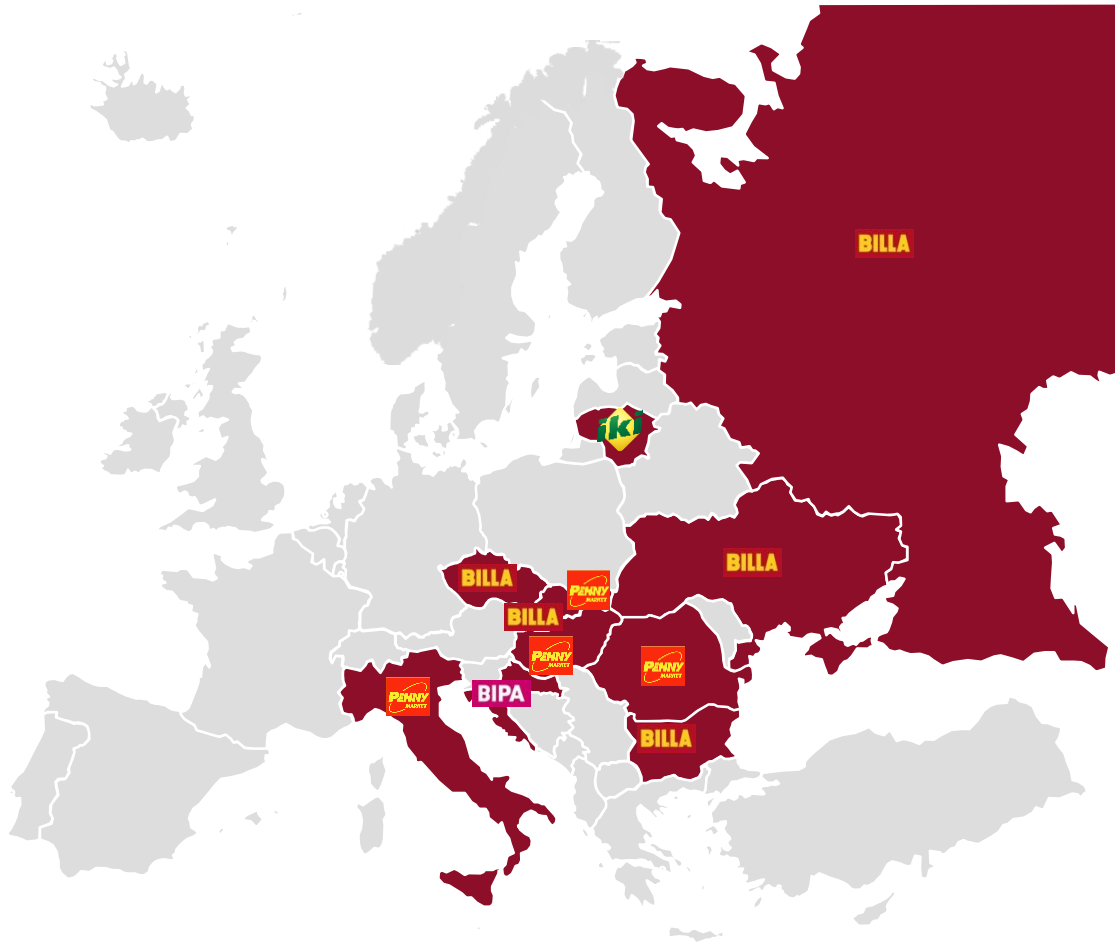
- One of the leading retail and tourism groups in Europe
- established in 1927
- total external revenue of 61 billion EUR in 2018
- employs over 360,000 people
- in 22 European countries
- operates 15,700 stores

REWE International AG

- HQ in Wiener Neudorf
- manages Austrian business & international food retail affairs of REWE Group (Organizational Unit Retail International)
- employs over 92,000 people
- in 10 European countries



REWE INTERNATIONAL AG – INTERNATIONAL RETAIL



BILLA

- Bulgaria, Czech Republic, Russia, Slovakia and Ukraine



- Czech Republic, Hungary, Italy and Romania

BIPA

- Croatia



- Lithuania

REWE INTERNATIONAL AG - ONE COMPANY, MANY MARKETS

- CEE is a separate, highly relevant and strongly growing division of RIAG
- In the countries: Highly qualified executives with a deeper understanding of the region and the market are necessary
- RIAG CEE HQ: People who have a comprehensive overview of all CEE markets are significant to take advantage of synergies and prevent mistakes



INTERNATIONAL RETAIL IN FIGURES (2018)



DOING BUSINESS IN CEE

- There is no “CEE Country”, but many different markets with different needs and wants
- Customer behavior changed significantly in the last 30 years, many CEE countries’ needs became more Western
- Whether international brands or national brands are more popular depends on the product group
- Political and economic situation varies by country

