

REWE ■ ■
GROUP

PART OF YOUR *WORLD.*



REWE

nahkauf

PENNY.

 **Lekkerland**

toom 

BILLA

ADEG

BIPA

 **PENNY**
MARKET

 **Conway**

D&R
Touristik

TOGETHER FOR A BETTER *LIFE*

— Identifying and understanding consumers' wishes and needs forms the basis of the work of our corporate group in each business segment. These involve supermarkets, discount stores, DIY stores and travel agencies, in-store and online or on the go.

In this brochure, we provide an insight into the world of the REWE Group. We will show you just how diverse and individual our sales formats in trade and tourism are.



CONTENTS

A PORTRAIT OF THE REWE GROUP	04
SUSTAINABILITY AT THE REWE GROUP	10
THE BRANDS IN TRADE	13
THE BRANDS IN TRAVEL AND TOURISM	26
IMPRINT	32

AT HOME IN TRADE AND TOURISM

As one of Europe's leading trade and tourism groups, the REWE Group is a constant companion in life – whether you buy food in stores or online, plan your next holiday, snack on the go or buy DIY and garden products.

AS DIVERSE AS OUR CUSTOMERS' NEEDS

The REWE Group operates 15,748 stores in 21 European countries and employs around 384,000 people. In Germany alone, 282,000 people work in around 10,600 stores and in the headquarters locations. This workforce includes 9,762 young people who are being trained by the REWE Group.

In Germany, the REWE Group offers training and dual courses in 40 occupations in trade, including IT, and in the tourism sector. Each week, more than 70 million customers go to the company's stores and travel agencies across Europe.

Including the revenue generated by the independent REWE retailers, the REWE Group produced total external revenue of 75.3 billion euros during the 2020 business year. At more than 53 billion euros, the company generated more than 70 per cent of its revenue in Germany.

15,748

stores



A FIRM EYE ON THE FUTURE

REWE (Revisionsverband der Westkaufgenossenschaften) was established in 1927 by 17 purchasing cooperatives. The aim was to jointly organise the purchase of food. The result of this effort is a cooperative corporate group whose identity is shaped by the values of solidarity, collaboration and alliance as well as the principles of sustainability. Even today, the around 1,800 independent REWE retailers form the heart of the company and serve as innovative forces in the company's development. More than 90 years after its foundation, the REWE Group has become a successful corporate group.

The REWE Group responds to the changing needs of its customers and works on providing them with the best omnichannel experience in trade and tourism. The company is the pioneer in e-commerce for food and drives the digitalisation of all its business models by making high investments, supported by its top-performing and committed retailers, managers and employees in all areas and on all levels of the company.

FORMATS OF THE REWE GROUP

The formats of the REWE Group are just as diverse as its customers' wishes and needs. In the food retail sector, the REWE Group operates supermarkets with fresh foods and items customers need each day (REWE, nahkauf, BILLA, ADEG), large consumer stores with wide product ranges (REWE CENTER, BILLA PLUS) and discount stores (PENNY, PENNY Market) that are known for their

inexpensive ranges. The company also operates innovative convenience stores (REWE To Go) and engages in e-commerce activities.

75.3 billion

total external revenue
REWE Group 2020



The REWE Group's expertise in trade is not just limited to food retail. Specialist stores are also part of its format portfolio.

In Germany, the REWE Group operates service-focused DIY stores (toom Baumarkt) and DIY stores for price-conscious do-it-yourselfers (B1 Discount Baumarkt). In addition to food and DIY stores, the production operations Glocken Bäckerei and the quality butcher Wilhelm Brandenburg belong to the REWE Group's portfolio. They produce high-quality store brand products for the REWE and PENNY stores.

In 2020, the Lekkerland Group became part of the REWE Group. The company supplies petrol stations, news stands, convenience stores, bakeries, retailers and quick service restaurants.

THE REWE GROUP AND ITS INTERNATIONAL MARKETS

— The REWE Group launched its internationalisation strategy at the beginning of the 1990s. Today, the company conducts food retail business in 11 European countries besides Germany. The REWE Group produces nearly 30 per cent of its total external revenue outside Germany. Austria is the company's top revenue-generating international market. There, the REWE Group is present in food retail with its BILLA supermarkets, BILLA PLUS consumer stores and PENNY discount stores. The portfolio is rounded out by BIPA drugstores and the stores operated by independent ADEG retailers.

The REWE Group operates the following stores in the remaining countries: BILLA in Bulgaria, Slovakia and the Czech Republic; PENNY in Italy, Romania, the Czech Republic and Hungary; BIPA in Croatia and IKI in Lithuania. In addition, the group is operating in the Netherlands with Lekkerland and in Belgium and Spain under the Conway brand.

DER TOURISTIK GROUP: THE EUROPEAN NETWORK OF EXPERTS

— The REWE Group has been active in travel and tourism since 1988. Today, one of the leading tourism groups in Europe is operating under its umbrella: the DER Touristik Group. The company is on its course of internationalisation and has expanded its business activities in the past years. One example is the acquisition

of Kuoni's tour operator and sales activities in 2015. The network of the company's own destination agencies has expanded as well and focuses on the assistance of guests on location. Recently, the DER Touristik Group expanded in the Eastern European market by acquiring Travel Brands in Romania and Fischer in the Czech Republic. Today, more than 20 tour operators, including Dertour, ITS, Kuoni, Apollo, Exim Tours and around 30 specialists in the premium segment and for specific target groups are part of the REWE Group's tourism division.

With its own travel sales business, including the DER Reisebüro sales locations, Derpart and the travel agency partners of the DER Touristik Partner-Service, the DER Touristik has Germany's largest group-bound sales business. The sales business in Switzerland, Great Britain and France is operated by Kuoni travel agencies. In Eastern Europe, the company is represented by Dertour and Fischer travel agencies. Overall, the DER Touristik Group operates more than 2,300 travel agencies across Europe. Those looking to book their perfect trip online can find numerous offerings on such portals as DER.COM, Prijsvrij Vakanties or lastminute.ch. Seven hotel brands are other mainstays of the DER Touristik Group.

FOCUSING ON ONLINE TRADE

— The digital requirements in trade are growing each day. The portable Internet has become an ever-present part of people's shopping habits. The REWE Group has understood this fact several years ago and is now the pioneer in e-commerce for food. At REWE, BILLA and in the BIPA online shop, customers can order food, and non-food articles at PENNY and toom Baumarkt DIY store, from the comfort of their home. In addition, REWE offers a parcel service. Beside the e-commerce activities, the stationary business in the REWE Group's stores is also continuously adapted to the current technical challenges of the online age and changing customer needs.

The business unit **REWE digital** is expanding the e-commerce portfolio of the company in cooperation with the **REWE Systems**. At the same time, its task is to integrate digitalisation into the DNA of the cooperative group from marketing to sales and from purchasing to logistics.

One of the greatest challenges the trade sector and the REWE Group are currently facing is the increasing parallel use of online and offline channels for shopping. As a result, developing innovative omnichannel solutions will play an important role in the REWE Group's corporate strategy in years to come. The aim of these solutions is to enable the customer to change easily, intuitively and seamlessly between sales channels — on a stationary and mobile basis as well as online.

Combining online and offline channels to create a comprehensive omnichannel portfolio is a key focus not only for the REWE Group's sales lines in trade, but also the tourism sector is adapting to this development and creating an offer that reaches customers where they are: at home, on the go and in travel agencies. The DER Touristik in Germany is already developing online platforms like DER.COM, MyITS or ReiseSpezialisten.com that serve as the digital complement to the DER sales network. These platforms are designed to accompany the customers before, during and after their holiday across different channels and to directly communicate with them.

REWE GROUP – KEY FIGURES 2020

REWE Group ¹		2020
Total External Revenue	bn €	75.27
Germany	bn €	53.41
Number of Stores and Travel Agencies		15,748
Germany		10,579
Number of Employees		383,873
Germany		281,449
Independent Retail		
Revenue	bn €	18.27
Germany	bn €	17.82
Number of Stores Supplied		6,289
Germany		5,899

REWE Combine		2020
Combine Revenue ^{2, 3, 4}	bn €	68.23
External Revenue Business Segments		
Retail Germany	bn €	34.74
Retail International	bn €	15.88
Convenience	bn €	13.08
DIY Stores	bn €	2.66
Travel and Tourism	bn €	1.30
Other ⁵	bn €	0.58

¹ REWE Combine with at-equity entities, shareholdings and independent retailers.

² According to IFRS

³ Excluding at-equity entities, shareholdings and independent retailers.

⁴ The prior-year figures were adjusted due to a discontinued operation.

⁵ The reported revenue comprises the external revenue of the combine headquarters and the segments EHA and IT.

As of: May 2021

REWE GROUP – AT A GLANCE 2021

AT A GLANCE

RETAIL
GERMANYRETAIL
INTERNATIONAL

CONVENIENCE



DIY STORE

TRAVEL
AND TOURISM

OTHER



FOREIGN COUNTRIES

AUSTRIA BILLA, PENNY, BIPA, ADEG, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, BILLA REISEN · **BELGIUM** CONWAY, KONING AAP · **BULGARIA** BILLA · **CROATIA** BIPA · **CZECH REPUBLIC** BILLA, PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, EXIM TOURS, FISCHER GROUP · **DENMARK** APOLLO · **FINLAND** APOLLO · **FRANCE** KUONI · **GREAT BRITAIN** KUONI · **HUNGARY** PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN · **ITALY** PENNY · **LITHUANIA** IKI · **NETHERLANDS** LEKKERLAND, PRIJSVRIJ VAKANTIES · **NORWAY** APOLLO · **POLAND** DERTOUR, JAHN REISEN, MEIERS WELTREISEN, EXIM TOURS · **ROMANIA** PENNY, DERTOUR · **SPAIN** CONWAY · **SWEDEN** APOLLO · **SWITZERLAND** KUONI, HELVETIC TOURS, ITS COOP TRAVEL · **SLOVAKIA** BILLA, DERTOUR, JAHN REISEN, MEIERS WELTREISEN

As of: July 2021

TAKING ACTION FOR A BETTER LIFE



THE FOUR PILLARS OF SUSTAINABILITY

— Responsible action according to the idea of community is a key feature of the corporate culture at the cooperatively organised REWE Group. The company believes it will be able to continue growing in the long term only if it conserves resources, treats employees and partners in a fair, trusting manner, and contributes to society.

The group-wide sustainability management is based on four pillars: “Green Products”, “Energy, Climate and the Environment”, “Employees” and “Social Involvement”.



GREEN PRODUCTS

The pillar “Green Products” comprises these areas of action: humans, animals, environment and nutrition. Developing more sustainable product ranges is just as important as improving social and ecological standards in the supply chain and promoting the consumption of more sustainable products and services.

ENERGY, CLIMATE AND THE ENVIRONMENT

The pillar “Energy, Climate and the Environment” includes the areas of energy efficiency, emissions relevant for climate and conserving resources. The company’s strategic aim is to make an active contribution to climate and resource protection and to keep negative impacts on climate and the environment on the lowest possible level. The REWE Group is engaged in activities that are relevant for the environment and that are part of its business

operations. The company’s aim is to use resources sparingly and to increase the use of recycled and more sustainable materials. One example is the REWE Green Building concept that uses energy-efficient technology, the best insulation materials, more sustainable building materials and regenerative energies.

EMPLOYEES

For the pillar “Employees” the REWE Group has defined five areas of action: values and culture, training and development, health and safety, job and life phases and diversity and equal opportunities. The REWE Group stands up for a fair remuneration, additional benefits that go beyond the standard wage, flexible working hours in line with the individual needs of its employees and individual offerings that support the work-life balance.

SOCIAL INVOLVEMENT

The fourth pillar “Social Involvement” includes four areas of action: healthy nutrition and exercise, opportunities for children and young people, awareness for food as well as biodiversity and environment protection. REWE focuses on the area of action “Healthy nutrition and exercise”. PENNY focuses on the areas of action “Equal opportunities” and “Vigilant approach to food”. In travel and tourism, the company is committed to improving social living conditions in holiday destinations.

<https://rewe-group-nachhaltigkeitsbericht.de>



SAVING RESOURCES, PROTECTING THE ENVIRONMENT.

The REWE Group has anchored the more environmentally friendly design of packaging in an overarching strategy. Wherever possible, the group aims to avoid, reduce or make packaging more eco-friendly. By the end of 2030, all store brand and service packaging at REWE, PENNY and toom Baumarkt DIY stores are to be optimised with regard to their environmental friendliness. Measures include, in addition to the complete delisting of plastic shopping bags, disposable tableware and plastic straws, e.g. yearround unpackaged cucumbers, the reduction of film thicknesses and the conversion of film packaging to banderoles or

adhesive labels. In addition, grass paper or certified paper is used in boxes for packaged fruit or recycle in beverage bottles and plastic bottles for detergents and carrier bags.

CERTIFIED EMPLOYER

For more and more employees, combining job and private life is a key factor when deciding for a job. The REWE Group responds to this trend by committing to a future- and life-phase oriented personnel policy. Being awarded the certificate “audit berufundfamilie” in 2011, the company has chosen a verifiable and systematic way to combine job and family more consistently and to integrate a family-oriented personnel policy into the corporate culture.

PRO PLANET: A NAVIGATION SYSTEM FOR MORE SUSTAINABLE PRODUCTS

— An increasing number of consumers pay attention to sustainability when buying products. The REWE Group developed the PRO PLANET label to provide guidance. At REWE, PENNY and toom Baumarkt DIY store, the PRO PLANET label stands for store brands that have been produced in an ecologically and socially more sustainable way or that meet raised standards for animal welfare. Before a product is awarded the PRO PLANET label, it has to undergo a standardised award process. pro-planet.info

The focus of attention of the label is just what it is about: our earth. Below the globe, the logo indicates the specified contribution to sustainability of the label. There are different contributions to sustainability across the range of all PRO PLANET products.



RETAIL GERMANY



REWE: ONE STORE, ALL POSSIBILITIES

— Healthy, high-quality products day after day – this is what customers find at the around 3,700 REWE stores in Germany. Regular REWE stores serve customers with 9,000 to 40,000 items on a sales area of 500 square metres to 3,500 square metres. With its REWE store brands, REWE offers the highest-quality products even under its brand name.

In addition to “regular” REWE stores, the company operates REWE CENTER and nahkauf stores. Moreover, customers can order food online, have it delivered or pick it up at the REWE pick-up service store.



REWE CENTER enables customers to experience enjoyment. The consumer store combines a huge food selection with an innovative design concept. The result is a special shopping experience. Large service counters and attractive non-food ranges round out the offer.

On a sales area of 3,500 square metres to more than 6,000 square metres, REWE CENTER offers around 40,000 items. In addition, the format includes hyperstores with more than 8,000 square metres, 60,000 items, integrated gastronomy and special services.

REWE is the first food retailer in Germany combining an online shop with a pick-up and delivery service. Using REWE's online supermarket, the weekly shopping is done with only a few clicks – around the clock.

40,000

items
REWE CENTER



Since 2011, customers can easily order their products at shop.rewe.de and have them delivered to their doorstep by **REWE LIEFERSERVICE** in 75 cities and the region. The range of around 12,000 different items includes the assortment of REWE supermarkets with, among others, fruit and vegetables, dairy products, frozen foods, meat and sausage products, beverages and drugstore items.

REWE MARKTPLATZ on rewe.de enables customers to order exclusively selected partner products, such as food, kitchen or household items, either separately or together with the items of REWE Lieferservice. In November 2019, more than 1,000 articles from the REWE store, such as store brands, bestsellers and special products, have been added to the range. rewe.de

In over 1,000 **REWE PICK-UP SERVICE STORES** across Germany, customers can pick up the products they ordered via mouse click within a few minutes.



PENNY – SUSTAINABLE, CLOSE AND UNCONVENTIONAL

— PENNY is the discount store in the middle of people's lives that offers high-quality products in around 2,150 stores, customer-focused ranges with a large choice of fresh products and favourable prices at all times.



“Erstmal zu Penny” (Penny first) is the slogan of the discounter in Germany. Easy accessibility, customer-friendly business hours and a varied range of demand-oriented store brands, such as Naturgut with many innovative organic products for every occasion provide customers with the highest level of flexibility and convenience in a discount store. [penny.de](https://www.penny.de)

At [penny-onlineshop.de](https://www.penny-onlineshop.de) customers can order selected special articles, wine, sparkling wine and other alcoholic beverages around the clock. The products are delivered to the customers' home or to a packing station.



NAHKAUF: REWE'S LOCAL SUPPLIER

— The small nahkauf stores feature a regional selection of products and personal advice by the individual independent retailer. The stores have a sales area of 400 square metres to 800 square metres and can be found in both rural and city locations.

[nahkauf.de](https://www.nahkauf.de)

KÖLNER WEINKELLER

— Kölner Weinkeller is one of the largest wine shops for international premium wines in Germany and has been awarded the prize of best specialist supplier several times. In the historic vaulted cellar (of 1937) in Cologne, around 4,000 different wines are stored in a perfect climate on an area of more than 2,000 square metres. Customers can also order all wines of the assortment from the online shop. [koelner-weinkeller.de](https://www.koelner-weinkeller.de)

WEINFREUNDE.DE

— Weinfreunde.de complements REWE's wine competence as a specialist shop. On the website, customers who are excited about wine, find the right wine for every occasion and taste easily and quickly. They can choose from a range of around 800 wines and sparkling wines. [weinfreunde.de](https://www.weinfreunde.de)

ZOOROYAL – FOR PETS LIKE YOURS

— ZooRoyal Petcare GmbH is an online shop for pet supplies based in Cologne. Founded in 2008, ZooRoyal offers a range of more than 10,000 items including supplies for aquariums, dogs, cats, terraria, small pets, ponds, birds and horses. Available online and in-store: products of the exclusive brands “ZooRoyal”, “Moon Ranger”, “ZooRoyal Individual care”, “Minkas Naturkost”, “Charlys Naturkost” and “ZooRoyal Tigrooo”. [zooroyal.de](https://www.zooroyal.de)



RETAIL INTERNATIONAL



BILLA IN AUSTRIA

— The company is operating more than 1,200 stores across Austria, including BILLA, BILLA PLUS, BILLA Corso and the BILLA online shop. BILLA stands for a broad selection of products with a large gourmet department, a wide variety of fresh foods and a focus on Austrian products. BILLA and Austria are linked by a unique success story: As a pioneer in the Aus-

trian food retail sector, BILLA provides foods and products at fair prices every day. The range includes branded products and store brands such as “Ja! Natürlich” organic products, high-quality products of the BILLA store brand and the entry-level brand “clever”. billa.at

BILLA: IN THREE CEE COUNTRIES

— The supermarket format BILLA, which has been active in foreign countries for almost 30 years, is now represented in the three CEE countries Bulgaria, Slovakia and Czech Republic. BILLA focuses on freshness, highest quality and regional products wherever possible. Despite strong competition, the stores in these countries are very successful and make positive

contributions to the group’s result. Store brands like “BILLA” or “clever” are available there as well. Brands such as “BILLA Naše BIO” (BILLA our BIO, in the Czech Republic) underline the company’s awareness of sustainability and the commitment to regionality in the BILLA CEE countries. billa.bg, billa.sk, billa.cz

ADEG: LOCAL STORE IN AUSTRIA

— Since 2010, the ADEG Österreich Handels AG in Austria bundles the wholesale business of the REWE International AG. With its independent ADEG retailers, the company is of high importance across Austria. In addition to supplying ADEG retailers, ADEG wholesale provides C&C services (AGM) and supplies cooperation partners, such as oil companies or ethnomarkets. The core business of ADEG are

the independent ADEG retailers with their experience, passion for food and their special knowledge about their customers and regional products. They are versatile and modern entrepreneurs who warmly welcome their customers every day. They provide them with special regional products and know their needs, wishes and life circumstances. adeg.at



BIPA: DRUGSTORES

— BIPA is a modern drugstore for everyone that offers attractive prices and attracts customers with beauty products and perfumes. At BIPA, customers find more than 15,000 international branded products and store brands such as BI LIFE, BI CARE, BI HOME, BI COMFORT, BI STYLED, BI KIDS, bi good, LOOK BY

BIPA and BABYWELL related to make-up, perfumes, body care and household products. The company employs more than 4,000 people in around 600 stores across Austria. BIPA also operates an online shop. Over 100 stores in Croatia offer plenty of space for shopping experiences. bipa.at, bipa.hr



IKI: SUPERMARKETS IN LITHUANIA

— IKI operates the second largest branch network in Lithuania, creating a special shopping experience. The stores have their own bakeries, a large gourmet production and their own fish processing, guaranteeing freshness every day. In addition, IKI is one of the country's largest employers and is constantly setting standards for store modernisation and innovation. For instance, IKI was the first retailer to introduce self-service cash registers in Lithuania. Moreover, IKI is the first retailer in



the Baltic States to implement an automated DIP (Work Resource Planning) system in its stores, an intelligent system based on AI technologies. iki.lt



PENNY: FRESHNESS AND QUALITY AT THE BEST PRICE

— For more than 25 years, PENNY has been popular and successful in Europe outside of Germany as well. Customers in Austria, Italy, Hungary, the Czech Republic and Romania appreciate the range that suits every taste. Always typical of the country, it is complemented by weekly changing offerings. Everyday, around 1,600 modern stores present fresh, high-quality and, wherever possible, regional products.

PENNY is permanently extending its branch network by opening new stores and by modernising existing stores. In the process, PENNY attaches great importance to an environment-friendly and sustainable store design.

penny.at, penny.cz, penny.hu,
pennymarket.it, penny.ro

In Austria, the company operates 302 stores, in Hungary there are 226 stores and in the Czech Republic, PENNY is even the market leader with 392 stores. In Romania, PENNY is active with 276 stores. In Western Europe, the discount business is focused on Italy. There, the 392 PENNY stores position themselves to meet the needs of customers by means of a regional range policy.



CONVENIENCE



LEKKERLAND GROUP: SPECIALISTS FOR SNACKING ON THE GO

— Lekkerland is the specialist for snacking on the go, offering innovative services, customised logistics and a broad wholesale range in four European countries. The group focuses on the needs of customers and consumers

according to the company's vision "Your most convenient partner". The group supplies petrol stations, news stands, convenience stores, bakeries, retailers and quick service restaurants.

Beside Germany, the Lekkerland Group is also represented in Belgium, in the Netherlands and Spain. In Belgium and Spain, the group is operating under the Conway brand. In 2020, Lekkerland served around 85,800 sales locations and employed around 5,000 people across Europe. Revenue amounted to 13.1 billion euros. In 2020, the company became part of the REWE Group.

TAILOR MADE CONCEPTS WITH ADDED VALUE

Each retail partner, whether they operate nationally or internationally, branch stores or independently, locally or regionally, is provided with a sophisticated overall concept including tailor made services, from assistance over the product range to logistics.

REWE TO GO: FAST. FRESH. FOOD.

— The convenience concept REWE To Go for highly frequented locations is well suited for snacking on the go: at the station, while shopping or during lunch breaks. It offers around 1,000 items on a sales area of 100 square metres to 300 square metres.

In 2016, **REWE To Go** and **Aral** began a long-term cooperation. In future, around 1,000 Aral petrol stations are planned to be complemented by the convenience concept. Today, customers can find REWE To Go shops at around 600 Aral petrol stations.

As part of this value chain, Lekkerland sets standards in terms of ranges, logistics and IT for its internationally operating large-scale customers. At the same time, Lekkerland offers its many thousands of independent local and national customers a flexible partnership. Lekkerland has solutions to each small or big request for a maximum of products, services, comfort and reliability.

lekkerland.de, lekkerland.com

REWE To Go combines high-quality and fresh products with the advantages of the to-go concept. The claim of REWE To Go is to be: Just delicious. Just simple. REWE To Go is serving its customers around the clock, regardless of the occasion. REWE To Go always has a special selection. togo.rewe.de



DIY STORES



TOOM BAUMARKT: RESPECT FOR DO-IT-YOURSELFERS

— Competence, service and a sustainable product range: At toom Baumarkt, home craftspeople find everything they need to realise their do-it-yourself projects. They get products, services and tips for modernising, renovating and designing their home. toom provides support everywhere and anytime, in one of its more than 300 stores across Germany or online at toom.de.

As a competent partner for do-it-yourselfers, it is of particular concern for toom to motivate its customers to realise their projects and to be creative. Toom supports customers by offering expert services such as colour mixture, wood cutting, appliance and van rental, among others.

Toom's expert redecoration and handicraft services are unique in the industry. They feature a high-quality consultancy and problem-

solving expertise. Experts for living space assist their customers from the first idea to its implementation. The handicraft coordinators offer customers everything from one source: from quotation to final acceptance.

Customers can use the free Click & Reserve service to reserve items online and collect them conveniently from their local store. If they prefer, customers can instead order from the toom online shop and have their drills, dowels and other DIY items delivered to their door. The delivery service is available throughout Germany.

Since December 2020, DIY customers can use additional digital services. The toom app provides orientation in the product world and facilitates the order process. With Click & Collect, products can be ordered online, paid directly and collected from any desired store.



B1 DISCOUNT BAUMARKT: FOR THE PRICE CONSCIOUS

— With around 12,500 items, the B1 Discount Baumarkt DIY stores cover almost every need of traditional DIY product ranges for price-conscious home and professional craftspeople. The range consists of both branded products and inexpensive store-brand items.

[b1-discount.de](https://www.b1-discount.de)

A CONVINCING VARIETY — THE STRONG NETWORK OF THE *DER TOURISTIK* GROUP

VARIETY AND COMPETENCE IN TOURISM: THE DER TOURISTIK GROUP

— The DER Touristik Group is active in 16 European countries and combines a number of travel services under its umbrella. It represents the largest variety in the market and is one of the leading travel companies in Europe. Guests of the DER Touristik Group visit one of its travel agencies, make bookings via one of its online portals or travel with one of its tour operators to enjoy assistance by the employees of the company's own destination agencies, or they stay at one of the hotels of the DER Touristik Group.

The tourism division of the REWE Group serves its customers at different stages of their holiday. Being close to the customer and there for the guests is a top priority. The guests can convince themselves of the service promise of the DER Touristik Group. A total of 9,400 travel experts work to ensure that each and every customer's travel dream is turned into the perfect experience. dertouristik.com



STATIONARY BRANDS

— The DER Touristik Group operates more than 2,300 travel agencies across Europe. In Germany, it has the largest group-bound stationary sales business with a strong branch network as well as franchise and cooperation offices. The DER Touristik Group also has a strong network of sales outlets in Switzerland, Great Britain and France with high quality **KUONI STORES**. The focus here is placed on

excellent service and a strong commitment to quality. Customers of the business group also receive travel advisory services and sales at the counter in Eastern Europe — in such places as **EXIM**, **DERTOUR** or **FISCHER** agencies.

In Germany, the DER Touristik operates more than 500 travel agencies of the chain **DER REISEBÜRO**, among others. About 1,800 travel



experts assist customers at the agency, by telephone or video call, online via DER.COM as well as in online chats and e-mails. The Concept Store in Berlin serves as a testing ground for new technical innovations for use in DER Reisebüro travel agencies.

The franchise system **DERPART** is a travel sales organisation with more than 40 years of experience. The more than 350 travel agencies and company services provide comprehensive assistance and a high-quality range of offers.

DER TOURISTIK PARTNER SERVICE (DTPS), established in 2001, is an umbrella organisation of different travel agency cooperations and the franchise system DER Touristik Partner-Unternehmen. DTPS represents the interests of all member agencies. It provides competitive advantages by providing support in the fields of technology, marketing, provisions and training.

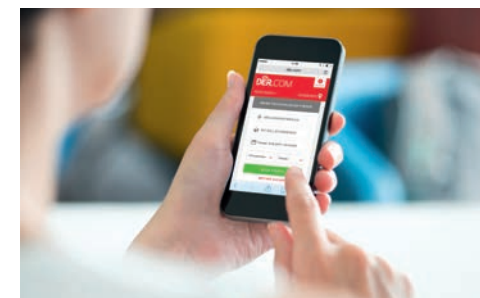


ONLINE BRANDS

— Anyone looking for DER Touristik Group products online will also find what they need beyond the tour operators' websites. **DER.COM** is a strong online sales brand in Germany that is closely linked to the DER travel agencies and DER Touristik sales. Customers have access here to the knowledge of travel experts and can book trips from an extensive range of offerings. In the Benelux countries, the DER Touristik is showing how the tour operator business and the online world go together. The specialist YourWay2GO brings long-haul destinations and individual travellers together. Here, holidaymakers can put together their own trips and benefit from the employees' special knowledge. The travel specialist KONING AAP offers group and family trips primarily on the internet. The online travel portal Prijsvrij Vakanties offers high-quality trips at favourable prices. In Switzerland, LASTMINUTE.CH bundles package offers from the tour operators on the Swiss and German travel market that are available on short notice.

TOUR OPERATOR BRANDS

— Individual, reliable, broad-based – the credo of DER Touristik Group is reflected in its brand world. The service provided by the DER Touristik Group is as individual as the travel wishes of its customers. This is made possible by the more than 20 tour operators under the group's umbrella. These include **DERTOUR, JAHN REISEN, ITS, MEIERS WELTREISEN, TRAVELIX, KUONI, HELVETIC TOURS, ITS COOP TRAVEL, BILLA REISEN, APOLLO, EXIM TOURS** and **FISCHER**. Each tour operator has its own profile, offers pack-



age tours or modular trips, is a specialist for long-haul travel or concentrates on individual trips. The wide variety of travel offerings for every budget can be found in inspiring country and themed catalogues. From a spa weekend or a family holiday to a cruise – holiday dreams come true.

SPECIALISTS

— The DER Touristik Group also includes around 30 special travel providers that focus on each customer and make special wishes possible: in the premium segment and for very specific target groups. In Switzerland, for instance, **MANTA REISEN** is the market leader for exciting diving holidays across the globe, and has specialised in particular on the islands in the Indian Ocean. In Great Britain, **KIRKER** is the leading specialist for luxurious short excursions and cultural trips that combine selected hotels with a suitable programme. **KONTIKI** is the leading Swiss tour operator for Scandinavia. Customers with their own individual ideas of a customised trip to South America, a holiday in a luxury villa or the perfect golf trip benefit from the comprehensive expertise and experience of many other specialists of the DER Touristik Group.

HOTELS AND DESTINATION AGENCIES

— The DER Touristik Group programme is complemented by six hotel brands. In hotels with a high-quality interior, a stylish atmosphere and elaborate details, **SENTIDO** offers adults and small families a “vacation for all senses”. The **LTI** hotels are targeted to adults who want to enjoy, relax and work out during their holiday. **ALDIANA** is a premium provider in the club segment in Europe. In addition to the comprehensive all-inclusive programme in all beach clubs, the **ALDIANA Clubs** offer their guests varied fitness and spa activities, professional child care, events with well-known partners and high-quality gastronomy and service. **CALIMERA** stands for varied family holidays. All hotels meet the four- or five-star standard, are located at the beach and offer a varied all-inclusive concept, a fitness and entertaining programme, and professional child care. **PRIMASOL** stands for family holidays in the most popular destinations around the Mediterranean, on the Canary Islands and along the Black Sea, offering an outstanding price-performance ratio. “Enjoying, relaxing, together” is the motto of the **COOEE** brand, whose hotels are known around the world for their stylish and casual interior.



As the leading sports resort in Europe, the **PLAYITAS RESORT** offers its guests a host of options for their active holidays as well as first-class training facilities for amateur and professional sports. Fuerteventura wins over holidaymakers with an ideal climate that makes most types of sport possible all year round.

The DER Touristik Group also offers on-site support: The company runs an agency network with 74 offices in 29 destinations – including in Asia, the United States and the Mediterranean region. The staff in the destination agencies assist millions of guests each year from the time that they arrive at the holiday destination to the departure. Recently, the DER Touristik Group expanded by opening agencies in Cyprus, on Mauritius and in Cambodia. Moreover, additional agencies have been opened in Greece.

REWE FAR EAST – PROCUREMENT ORGANISATION IN ASIA

— REWE Far East Ltd. is the sourcing and procurement organisation for the trade brands of the REWE Group in Asia. With offices in Hong Kong, Shanghai, Bangkok and Istanbul, the REWE Far East strengthens the strategic purchasing activities of the REWE Group in Asia, bundling the procurement of food and non-food products as well as capital and consumer goods. To ensure high quality standards of products and compliance with standards along the value chain, the REWE Far East established and successfully implemented a comprehensive cross-stage quality-assurance system, including audits.

Working closely with suppliers, the REWE Far East ensures that the REWE Group’s high environmental and social standards are implemented on-site. The REWE Far East Corporate Responsibility team supports suppliers to meet sustainability requirements along the entire supply chain. The logistics department of the REWE Far East ensures the efficient and on-schedule transport by land, railway and sea in the entire supply chain process.

With its team of 140 employees in the areas of merchandising, quality, controlling and sustainability, the REWE Far East is an integral part of the REWE Group’s procurement strategy.

rewe-fareast.com

EHA – A PIONEER OF THE TURNAROUND IN ENERGY POLICY

— EHA Energie-Handels-Gesellschaft is the energy service provider for companies with many locations. The portfolio includes the procurement and delivery of green energy and gas, the operation of measuring sites with the company’s own intelligent systems, the analysis of energy data during energy controlling and assistance for more energy efficiency and climate protection. The result: individual solutions for long-term usage and cost reduction, made possible by using digital technologies.

As a sustainably operating company, we take responsibility for humans and the environment with many activities.

In 2014, EHA became a wholly owned subsidiary of the REWE Group, which is a central partner when it comes to energy issues. Moreover, EHA works for many other branch-based companies from different industries.

eha.net

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