



European Marketing Distribution

Press Release

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**20 YEARS OF EMD AG: THE COMBINED STRENGTH OF
INDEPENDENT TRADING COMPANIES IN EUROPE**

- **Leading associated group of independent trading companies, active since 1989**
- **Longstanding plans for a handover of EMD senior management now in place**

As part of its General Assembly in Berlin on 26.6.2009 EMD AG celebrated its 20 year anniversary. The largest associated group of independent trading companies in Europe was founded in 1989 with the aim of giving its members clear competitive advantages through multinational procurement and the coordinated distribution of goods across Europe, thereby strengthening the position of independent traders against chain stores and retail groups. Of the more than 20 European alliances founded around 1990 four are still active in the market today. EMD has not only been able to maintain its position as the leading organisation for small and medium-sized businesses but also to extend it. Operating originally in 7 European markets, EMD today has a presence in 19 countries.

In the Europe-wide market, with a volume of around €1,400bn, EMD today has a sales potential of just under €110bn. From the very beginning its focus has been on contracting with multinational and national manufacturers of branded products, on joint procurement of private label products and in developing and implementing exclusive Eurolabels. More than 200 agreements with supplying industry and 2008 as the best year in history in benefits for the members of EMD are proof for that acceptance and at the same time challenge for the future.

EMD is bound by the motto "the Power of Partnership" in its planning and trading. The group's strength is the commitment of its members to contribute to joint projects their potential, their volume of goods traded or their diligence in contracting. Based on this joint strength EMD presents itself to the branded products industry and to private label producers as a professional, powerful partner whose central coordination role is recognised in the European trading community.

The 20 year anniversary coincides with longstanding strategic plans for a handover of EMD senior operational management. As has been already announced, Dr. Peter Hampl is transferring the reins

to Philippe Gruyters after 19 years of service to the company. The 45 year old Belgian was previously CEO of the Dutch holding company of Aldi Nord. With Philippe Gruyters, the responsibility for the further development of EMD will continue in the hands of an established expert in European trade.

Important and long-lasting decisions have been taken during this general assembly within the company's governance rules. From now on the Presidency of the Board will change every 2 years. As first rotation step Euromadi Ibérica's CEO Jaime Rodríguez Bertiz handed over Presidency to Markant Germany's CEO and Delegate of the Board, Stefan Feuerstein. Also at the general assembly, Dick Roozen (CEO of Dutch EMD-member Superunie) was elected as additional vice president. Riccardo Francioni, CEO of ESD Italia, will remain in his function as vice-president of EMD.

Under the lead of the new Managing Director Philippe Gruyters, EMD will further tighten the links to its members by streamlining information flows and decision-making processes. By that, effectiveness and result-orientation of projects will increase. The clear commitment of the members to the central project management of EMD and the consequent, measurable implementation of activities will convince brand manufacturers of the importance and the advantages of cooperation on a European level. With new participants and members, market potential will further increase.

In the fields of trading and private labels, EMD also recognises a huge potential that will be exploited using its highly efficient state-of-the-art procurement system. The necessary steps towards this goal have almost completely been taken. To optimize processes and to develop additional market opportunities in the common procurement of goods, EMD focuses on intensifying the know-how transfer between its members.

With its openness for active and powerful trading companies, EMD is unique among European trading groups.

Based on these foundations the next 20 years will continue to see EMD rigorously pressing ahead with its role - to combine the strengths of autonomous independent trading companies in Europe.

Contact for Questions

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EMD - THE POWER OF PARTNERSHIP