



European Marketing Distribution

Press Release

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ASDA JOINS EMD, EUROPE'S LEADING BUYING AND MARKETING GROUP

- **New sourcing opportunities for Asda**
- **Presence in the UK strengthens EMD market position**

New EMD member Asda, with headquarters in Leeds, is one of the leading retailers in the United Kingdom with a market presence of 616 stores. The Walmart owned supermarket retailer has an annual turnover of 31 billion euro and employs about 170,000 people. Thanks to its new EMD membership, Asda will increase its buying power, generating significant savings from its supply chain which it will reinvest in lowering prices and further increasing product quality. As a new partner of EMD, which operates in 15 countries, Asda will have valuable resources in transnational goods procurement available. Additionally, it will be possible to obtain marketing-synergies and new options for the European brand and private label activities. 15 members of EMD include about 500 grocery retailers with more than 150,000 points of sale in all types of distribution - mainly in food retail.

EMD Managing Director Philippe Gruyters: "With the newly acquired partner Asda, EMD affirms its leadership among the purchasing and marketing alliances operating all over Europe." The total consumer turnover of EMD Group increases now up to 178 billion euro. For all manufacturers operating in the field of Fast Moving Consumer Goods (FMCG) this partnership opens up new opportunities on both sides of the channel. Since 1989 EMD is recognised by the industry as a performing and efficient partner in sourcing and developing business together.

About Asda

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers and helps customers save money and live better in stores, online and through their mobile devices. Each week more than 18 million customers visit its 616 stores - including 32 Supercentres, 332 Superstores, 34 Asda Living stores, 201 Supermarkets, and 15

standalone petrol stations - and websites, and are served by more than 172,000 colleagues. www.asda.com and www.george.com deliver to 99% of the UK's homes and to its 650 click and collect sites. Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire. Asda joined Walmart, the world's number one retailer, in 1999.

About EMD

Present in 15 European countries, EMD is the leading buying group for the food retail sector and, pertaining FMCG activities, is considered a crucial partner for customer-oriented market and marketing coverage. At the EMD headquarters located in Pfäffikon, Switzerland, Managing Director Philippe Gruyters is responsible for pooling the interests of renowned retail companies from all over Europe and coordinating them to common benefit. With a potential turnover of 178 billion euro, the buying group is currently further consolidating its contracts with the producers of branded products and the sourcing and the development of successful private label products.

The following member companies of European Marketing Distribution highlight in the best possible way the benefits of a European collaboration for commercial customers in 15 countries:

United Kingdom: ASDA
Netherlands: Superunie
Germany: MARKANT AG
France: Groupe Casino
Switzerland: MARKANT Syntrade
Spain: Euromadi Iberica
Portugal: EuromadiPort
Austria: MARKANT Österreich
Italy: ESD Italia

Norway: Unil/Norges Gruppen
Finland: Tuko Logistics
Sweden: Axfood
Denmark: Dagrofa
Czech Republic: MARKANT Cesko
Slovakia: MARKANT Slovensko

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