



European Marketing Distribution

Press release

Pfäffikon/Switzerland, 11 April 2016

**EMD APPOINTS PETER ARNOLDS AS ADDITIONAL DIRECTOR FOR
BRANDED PRODUCTS BUSINESS**

- **The new manager moves from Kaufland in the Czech Republic to Pfäffikon**
- **Thanks to its newcomer, European Marketing Distribution extends further its expertise as a leading buying and marketing group**

The leading European purchasing and marketing alliance EMD increases its personnel strength: Peter Arnolds (48) assumes on 1st of May 2016 his duties as Director Branded Products at the European Marketing Distribution AG in Pfäffikon, Switzerland.

Mr. Arnolds hails from the German consumer market and department store operator Kaufland, where he was responsible as division head for food purchasing for 123 Czech Kaufland locations.

At EMD, the experienced purchaser Peter Arnolds will be an additional director in the management team of Jürgen Barthelmä, who is working very successfully since many years as Director Branded Products for EMD. In the context

of the continuous growth strategy, the EMD Headquarters adapts therefore its negotiating capacities to the steadily increasing purchase and sales volumes. Already at the start of the year, EMD acquired in the UK as a new member the British Walmart owned supermarket retailer Asda, followed in February by the integration of the eastern-european branded products of Kaufland into the EMD. Currently EMD represents a turnover all over Europe of 178 billion euros. In the light of the above, the European Marketing Distribution AG is the leading Group in European commodity trade.

With Peter Arnolds, EMD acquires additional purchasing skills. Born in Cologne, Mr. Arnolds is an acknowledged expert in customer-focused product range configuration. Prior to his engagement at Kaufland, he was entrusted with purchasing responsibilities in companies such as Metro, Walmart Deutschland, Edeka and Lekkerland. In a joint effort with Jürgen Barthelmä, one of his main tasks will be the further development of the successful branded products activities. EMD Managing Director Philippe Gruyters about the new appointment: „We are pleased to have our new colleague Peter Arnolds and we



Peter Arnolds will be a new Director Branded Products in the EMD headquarters in Pfäffikon/Switzerland. The experienced purchaser hails from Kaufland, where he was Purchase Director for the Kaufland Czech locations.

Photo: EMD

firmly believe in his technical expertise. Together with the acting Director Branded Products, Jürgen Barthelmä, he will further expand and increase sales opportunities in the branded goods industry of European markets that are already cooperating with EMD. Moreover, the leading role of EMD among Europe's buying and marketing alliances constitutes a big advantage for distributors, producers and customers."

Since 1989 EMD is recognised by the industry as a performing an efficient partner in sourcing and developing business together.

About EMD

Present now in 19 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. About 500 associated trading companies of every size and with over 150,000 points of sale are members of the EMD.

The following member companies of European Marketing Distribution highlight in the best possible way the benefits of a European collaboration for commercial customers in 19 countries:

United Kingdom: ASDA	Finland: Tuko Logistics
Netherlands: Superunie	Sweden: Axfood
Germany: MARKANT AG	Denmark: Dagrofa
France: Groupe Casino	Czech Republic: MARKANT/Kaufland Cesko
Switzerland: MARKANT Syntrade	Slovakia: MARKANT/Kaufland Slovensko
Spain: Euromadi Iberica	Poland: Kaufland
Portugal: EuromadiPort	Croatia: Kaufland
Austria: MARKANT Österreich	Romania: Kaufland
Italy: ESD Italia	Bulgaria: Kaufland
Norway: Unil/Norges Gruppen	

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