



European Marketing Distribution

8 March 2022

European Marketing Distribution (EMD) suspends cooperation with Russian member Lenta

- **Coordination with industry on further procedure**
- **Measure applies with immediate effect**

Pfäffikon/Switzerland. European Marketing Distribution (EMD) is suspending its cooperation with its Russian member Lenta with immediate effect. Russian supermarket chain Lenta joined the global operating associated group in international sourcing in 2018 and actively participated in the joint procurement of private labels and cross-country cooperation with the branded industry. In the course of this cooperation, the EMD headquarters in Pfäffikon/Switzerland reported that the Russian partner had been experienced as a committed and reliable member.

The indignation among the members over the invasion of Ukraine by Russian troops and the sanctions imposed by Switzerland, the EU and the USA are now prompting the suspension of this cooperation. All other EMD member companies agree that there can be no further basis for this cooperation at present. This decision is accepted by Lenta itself.

For the time being, EMD will no longer provide services to Lenta in any form. The decision will be aligned with the industrial partners. The EMD members will reserve the right to agree on the further course of action in a timely manner.

About EMD

European Marketing Distribution AG, with headquarters in Pfäffikon, Switzerland, has been acknowledged since 1989 as an efficient and high-performing partner for Fast Moving Consumer Goods (FMCG) by the consumer goods industry. The leading associated group operates now together with its member companies in 20 countries in Europe, Oceania and Asia.

The member companies of European Marketing Distribution (EMD) are active in the following markets:

Australia: Woolworths	Norway: Unil/NorgesGruppen
Austria: MARKANT Österreich	Poland: Kaufland
Bulgaria: Kaufland	Portugal: EuromadiPort
Croatia: Kaufland	Romania: Kaufland
Czech Republic: MARKANT	Russia: Lenta (on hold)
Denmark: Dagrofa	Sweden: Dagab/Axfood
Germany: MARKANT	Switzerland: MARKANT
Italy: ESD Italia	Slovakia: MARKANT
New Zealand: Countdown (Woolworths)	Spain: Euromadi
Netherlands: Superunie	South Korea: Homeplus

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