

SPAR Hungary – The market's no. 1



The takeover of the General company in Tatabánya in 1990 led to SPAR Hungary entering the market and, as early as 1991, it was possible to open the first SPAR Supermarket in Tatabánya. Takeovers and a consistent expansion policy shaped the history of SPAR Hungary. In 2002, SPAR took over 14 Billa stores, while in 2003, 22 Kaiser's supermarkets and, in 2008, 177 stores of the Plus discount chain came under the umbrella of SPAR Hungary. With currently 572 outlets throughout the country, SPAR Hungary occupies a strong position in the Hungarian food retail business. The independent SPAR retailers, who currently run 190 outlets,

133 of which are forecourt stores, also play a substantial role in this. In total, one new INTERSPAR Hypermarket, 12 new SPAR Supermarkets and 11 new forecourt stores were opened in 2019, while 14 SPAR outlets were substantially modernised. Total sales for 2019 rose by a pleasing 10.0 per cent over initial figures of over two billion euros (exchange rate adjusted; +7.9 per cent including exchange rate fluctuations). By mid-2019, SPAR Hungary had opened an online shop. Customers have access to a range of around 18,000 articles.

Management:



Gabriella Heiszler
Executive Director



Zsolt Szalay
Member of the Executive Board

FACTS & FIGURES 2019

Number of employees	17,333
Gross sales turnover	2.1 billion Euro
Growth in sales	10.0 % (exchange rate adjusted)

STRUCTURAL DATA 2019

	Number of stores	Sales area in m ²
SPAR	538	289,648
INTERSPAR	34	136,098
Total	572	425,746

www.spar.hu

SPAR in Hungary

The company's head office is in Bicske, around 40 km to the west of Budapest, which is also the site of the logistics centre and the REGNUM Hungarian meat-processing plant. In Üllő, around 30 km south-east of Budapest, is a second logistics centre and the SPAR-Enjoy-Convenience-Factory Hungary.



Store formats

From urban to rural, from residential development to the feel of historical locations: one of the cornerstones for the entrepreneurial success of SPAR is that it has the right retail concept for each site. With 538 SPAR Supermarkets and 34

INTERSPAR Hypermarkets, SPAR Hungary clearly shows that it has the right solution for each site.



SPAR Supermarkets are modern, full-line local suppliers with a wide range of fresh produce. With sales area of up to 2,000 m², SPAR Supermarkets offer a comprehensive range, professional customer service and attractive prices.



SPAR City stores are a hybrid form of SPAR Supermarkets, specially developed for busy urban sites. The range comprises between 4,000 and 7,000 products to satisfy customers' immediate needs.



SPAR Express forecourt stores are among the leading concepts in the food retail business. With sales area of around 80 m², customers can select from between 2,000 and 2,500 items, seven days a week. In Hungary, 85 SPAR Express forecourt stores are operated in partnership with OMV, and another 17 are operated in partnership with Lukoil.



INTERSPAR is the store format that offers the largest sales area, with up to 5,500 m². INTERSPAR Hypermarkets offer a range of around 40,000 products. Particular highlights of INTERSPAR Hypermarkets are the fresh produce departments.



Range, products & private labels

SPAR Hungary offers a wide range of products, including international branded goods, over 2,900 SPAR private label products, and over 1,600 country-specific products. Hungarian watermelons, for instance, are highly prized by the local population and are a fixed component of the regional product range. REGNUM is our own meat cutting

and processing plant in Hungary, where trained butchers ensure that only the best meat reaches Hungarian stores each day. Per year, around 12,000 tonnes of private label meat and sausage products are produced here.



Sustainability

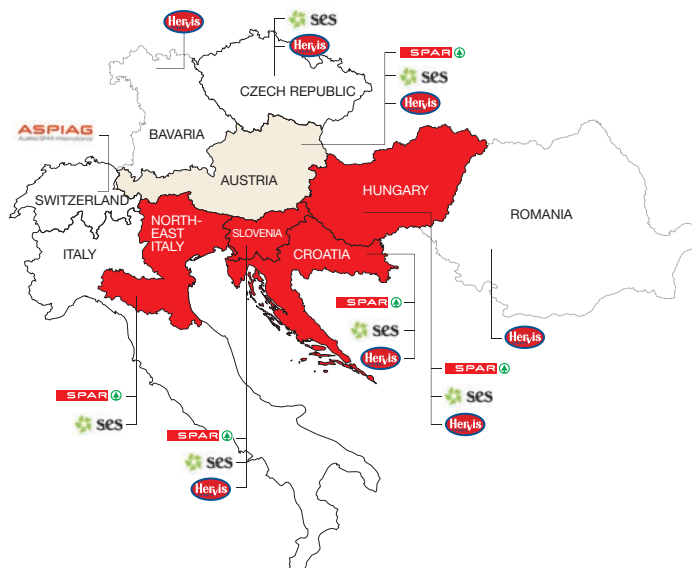
SPAR Hungary has five areas of sustainability: environment and climate, sustainable products, healthy eating, employees and corporate social responsibility. For instance, SPAR Hungary has been working for over two years with the Hungarian branch of Order of Malta Relief, and donates one forint per SPAR shopping bag sold. A 'helping hand' is the symbol which shows that private individuals and organisations can make annual donations. The company makes a total of 22 million forints (€70,000) available for this. In the fight against food waste, SPAR Hungary supports the EU's STREFOWA (Strategies to Reduce Food Waste in Central Europe) programme. The issue of plastic reduction is also of great importance. For instance, SPAR Hungary offers re-usable nets for fruit and vegetables made entirely from recycled materials.

All other information on SPAR Hungary's sustainability activities can be retrieved at: www.sparsegitokezek.hu

The company at a glance

SPAR Austria Group

SPAR Hungary is part of the SPAR Austria Group. SPAR Austria Group is a private Austrian family business, that was founded in 1954, in Kufstein (Tyrol). At first active in the food retail business in Austria, the company has grown over the past six decades into a retailer throughout Central Europe and has since enjoyed exceptional success in the food retail, sports retail and shopping centre sectors in Austria, and also in eight other countries. SPAR has over 3,200 stores at home and abroad and employs over 85,000 people. Gross sales turnover for the SPAR Austria Group totalled €15.72 billion in 2019. www.spar.at



ASPIAG

ASPIAG (Austria SPAR International AG) was founded in 1990 as a subsidiary of SPAR Austria. The aim of ASPIAG was then, and still is today, to build up independent organisations in each country. SPAR currently has 1,384 stores in North-East Italy, Slovenia, Hungary and Croatia. SPAR Austria Group generates nearly half of its sales in these countries. In 2019 the ASPIAG countries achieved a turnover of €5.99 billion. ASPIAG's registered office is in Widnau (CH). www.aspiag.com



Hervis sports retail

SPAR has been operating very successfully for over 40 years in the sports retail business in Austria, Slovenia, Hungary, Czech Republic, Croatia, Romania and Germany (Bavaria) with its subsidiary, Hervis. In 2019, 237 stores generated a turnover of €510 million. No less than five per cent of sales are generated online. www.hervis.at

SES Spar European Shopping Centres

The subsidiary SES combines all SPAR Austria Group's shopping centre activity. Market leader in Austria and Slovenia, SES is also active in Italy, Hungary, Czech Republic and Croatia. The majority of the 29 stores is owned by SES; for a few centres that SES does not own, SES assumes the management and leasing. In 2019, SES generated gross annual retail turnover of €2.83 billion. www.ses-european.com

