

The company at a glance

SPAR Austria Group

SPAR Croatia is part of the SPAR Austria Group. The SPAR Austria Group is a privately owned Austrian family business, founded in 1954 in Kufstein (Tyrol). Initially active as a food retailer in Austria, the company has grown over the past decades into a Central European retail group that enjoys excellent success in the food retail, sports retail and shopping centre sectors, in Austria, and eight other countries. SPAR now has more than 3,200 stores at home and abroad, and employs around 90,000 people. Gross sales turnover for the SPAR Austria Group totalled € 16.60 billion in 2020. www.spar.at



ASPIAG

ASPIAG (Austria SPAR International AG) was established in 1990, as a subsidiary of SPAR Austria. The aim of ASPIAG, then and now, was to build up independent nationally operating organisations in Austria's neighbouring countries. Today, SPAR operates 1,402 stores in Northern Italy, Slovenia, Hungary and Croatia. The SPAR Austria Group generates almost half of its total sales in these countries. In 2020, the ASPIAG countries generated a turnover of € 6.20 billion. ASPIAG's registered head office is in Widnau (CH). www.aspiag.com



Hervis sports retail

SPAR has been highly successful for more than 40 years in the sports retail business in Austria, Slovenia, Hungary, the Czech Republic, Croatia, Rumania and Germany (Bavaria) with its subsidiary, Hervis. In 2020, the 234 stores generated a turnover of € 470 million. 2020 saw online sales turnover more than double in volume. www.hervis.at

SES Spar European Shopping Centers

The subsidiary SES combines all SPAR Austria Group's shopping centre activities. Market leaders in Austria and Slovenia, SES is also active in Italy, Hungary, the Czech Republic and Croatia. The majority of the 29 stores are owned by SES; for a small number of centres not owned by SES, the company is responsible for management and leasing. In 2020, SES generated gross annual retail turnover of € 2.45 billion. www.ses-european.com



SPAR Croatia - a 15 year success story



SPAR Croatia started in 2005 with the opening of the first INTERSPAR Hypermarket in Zadar. Over the past 15 years, the company has continued to expand, opening new locations and through a series of company acquisitions, including the takeover of Billa Croatia in 2017. Four new SPAR Supermarkets were opened in 2020. The total of 118 stores generated a turnover of € 733 million in 2020. 4,540 employees work for SPAR Croatia and make a significant contribution to the success of the

company. While hard at work tackling the spread of the COVID-19 virus, Zagreb was hit by the most powerful earthquake in 140 years. In the ancient city centre, the earthquake with a strength of 5.5 (EMSC) caused massive material damage. The INTERSPAR and SPAR stores were not spared. Nonetheless, the Croatian SPAR family succeeded in achieving the impossible: almost all stores were able to reopen their doors, that same day.

Management:



Helmut A. Fenzl
Executive Director

Danijel Vidiš
Member of the Executive Board

FACTS & FIGURES 2020

Number of employees	4,540
Gross sales turnover	733 million Euro
Growth in sales	3.1 % (exchange rate adjusted)

STRUCTURAL DATA 2020

	Number of stores	Sales area in m ²
SPAR	96	78,757
INTERSPAR	22	85,586
Total	118	164,343

www.spar.hr

SPAR in Croatia

The administrative headquarters of SPAR Croatia are based in the capital city, Zagreb, where the strategic company decisions are taken, including those relating to further expansion. The logistics centre is based in Sveta Nedelja. In the large INTERSPAR Hypermarkets in Zagreb, Osijek and Kaštela, near Split SPAR operates its own regional bakeries for bread, patisserie and confectionary products.

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 96 SPAR Super-



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



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



markets, 22 INTERSPAR Hypermarkets and eleven SPAR-owned Tutto Bene Cafés, SPAR Croatia clearly shows that it has the right solution for every location.



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



Tutto Bene is the coffeehouse division of SPAR Croatia. Here, customers can enjoy snacks (eat-in or take-away) and excellent coffee in a trendy atmosphere.

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Range, products & private labels

SPAR Croatia offers a wide range of international branded goods and hundreds of regional and local products from Croatian producers. The more than 6,000 private label products form the basis on which the product range in Croatia is built, and is gradually being expanded to include new regional products. SPAR Croatia was the first food retailer to place domestically produced or-

ganic eggs on the market, under the own label SPAR Natur*pur. In 2020, in partnership with the Croatian TV broadcaster Nova, SPAR launched the major start-up campaign 'Startaj Hrvatska', offering young entrepreneurs from Croatia the opportunity to present innovative products.



Sustainability

SPAR Croatia is aware of its corporate responsibility on the issue of sustainability, and against that background has launched numerous initiatives and campaigns in this field. One message that has enjoyed particular emphasis is the theme of plastic reduction. All plastic bags used by SPAR Croatia consist of at least 80 percent recycled plastic. The plastic cutlery at Tutto Bene cafes has been replaced with compostable disposable cutlery, and paper drinking straws and wooden stirrers have been introduced. With its donations to the Caritas organisation, SPAR Croatia is also an important partner to social organisations throughout the country. The COVID-19 crisis has emphasised the importance of supporting local producers. More than 100 products from badly affected businesses have now made their way onto the shelves of SPAR and INTERSPAR stores. For more information on SPAR Croatia's sustainability activities, surf to www.spar.hr/hr_HR/o-nama/drustveno-odgovorno-poslovanje.html