

SPAR



4 PILLARS

The activities of the SPAR Austria Group comprise four major pillars:

- Food retail business in Austria (SPAR in Austria)
- Food retail business in neighboring countries (ASPIAG = Austria SPAR International AG)
- Sport retail business in Austria and abroad (Hervis)
- Real estate and shopping center activities in Austria and abroad (SES Spar European Shopping Centers)



Welcome to SPAR!

SPAR is a family-managed, 100% Austrian company. It has a staff of approx. 38,000 in Austria alone.

Enormous product range

Depending on the type of store, SPAR offers between 5,000 and 50,000 products. SPAR relies on quality and freshness, thus, regional and local food products are given preference. Although primarily a food retailer, SPAR also runs three production plants of its own: REGIO, TANN and the vineyard WEINGUT SCHLOSS FELS.

Shopping at discount prices

The number of private label products – from SPAR Natur*pur via SPAR PREMIUM down to S-BUDGET – has meanwhile increased to approx. 3,000. These products offer SPAR quality at extremely favourable prices. The prices of the cult label S-BUDGET, but also of many food products of the SPAR brand, are as favourable as at the discounter's.



FACTS & FIGURES

In 2010, the SPAR Austria Group (incl. SES) achieved external sales amounting to €11.71 billion, with the food retail business in Austria accounting for €5.15 billion.

SPAR has a 29.5% market share in Austria (according to Nielsen incl. discount), thus ranking second in the Austrian food retail business.

Executive Board



Dr. Gerhard Drexel
CEO



Mag. Fritz Poppmeier
Member of the Board



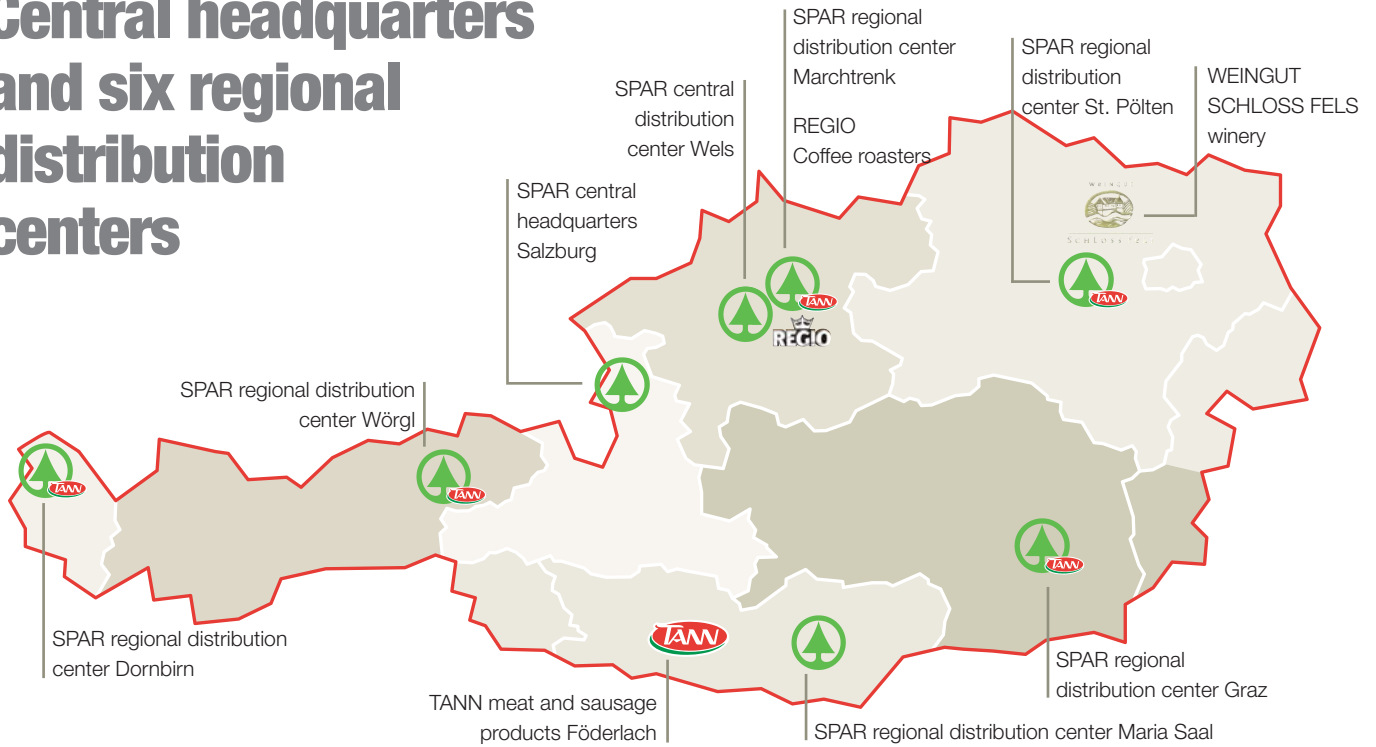
Hans K. Reisch
Member of the Board



Mag. Rudolf Staudinger
Member of the Board

STRUCTURE

Central headquarters and six regional distribution centers



The SPAR headquarters are located in Salzburg. This is where all strategic management decisions are taken. The six regional distribution centers in Dornbirn, Wörgl, Marchtrenk, St. Pölten, Graz and Maria Saal are responsible for supplying and serving the local stores. The evolutionary development of structure is one of the secrets of SPAR's success.

TRADERS AND BRANCHES

SPAR operates stores in about 1,500 locations in Austria. Half of them are run by independent SPAR retailers. Stores owned by SPAR AG account for the other half.

TYPES OF STORE



Largest local supplier. The customers have the choice between the following store formats:

- 1 SPAR market and SPAR supermarket (up to 1,000 sqm)
- 2 SPAR express petrol station shop
- 3 EUROSPAR market (1,000 to approx. 2,000 sqm)
- 4 SPAR Gourmet (supermarket with a focus on gourmet and specialty food, only in Vienna and Lower-Austria)

Largest private Austrian employer



In Austria alone, 38,000 employees – starting from apprentices to store managers, from secretaries to assortment managers – form the team which ensures local supply. SPAR is thus the largest private Austrian employer. The employees in the neigh-

bouring countries included, approx. 74,000 people work for SPAR. At SPAR Austria, 2,700 apprentices work in 15 trades requiring apprenticeship. SPAR is thus the largest apprentice trainer in Austria.

Other store formats, which are also subsidiaries, include:

- 5 INTERSPAR (2,500 to approx. 7,000 sqm) and
- 6 Maximarkt (approx. 5,000 sqm, only in Upper Austria and Salzburg).

With more than 60 outlets, INTERSPAR is currently the most important SPAR subsidiary. INTERSPAR offers its customers a unique combination of up to 50,000 food and non-food consumer staple products.



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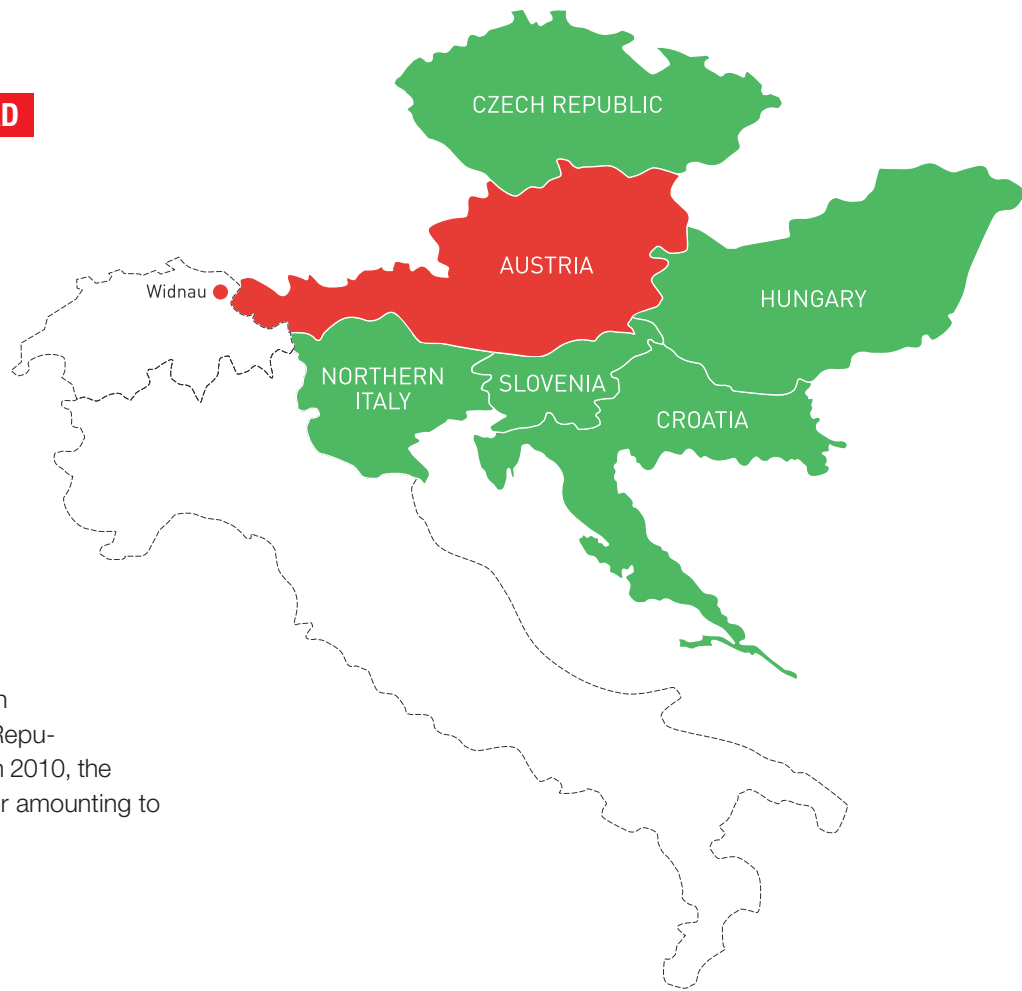
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FOOD RETAIL BUSINESS ABROAD

Successful in Central Europe

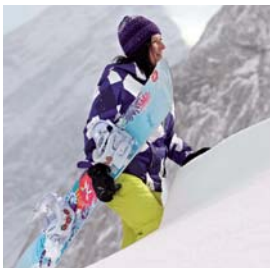
In 1990, SPAR Austria founded ASPIAG (Austria SPAR International AG) and established independent regional SPAR organizations in neighbouring countries. The ASPIAG headquarters is located in Widnau (Switzerland).

Today, SPAR is operating in Northern Italy, Slovenia, Hungary, the Czech Republic and Croatia with a lot of success. In 2010, the ASPIAG countries achieved a turnover amounting to €4.52 billion.



HERVIS

Hervis, specialised in sports wear and sports apparel, is a SPAR subsidiary operating in about 160 locations in Austria, Slovenia, Hungary, the Czech Republic, Croatia and Romania. Hervis was the first and only company of the SPAR Austria Group to venture into the Romanian market. In 2010, Hervis achieved a turnover amounting to €460 million.



SES SPAR EUROPEAN SHOPPING CENTERS

24 large shopping centers

With SES Spar European Shopping Centers, the SPAR Austria Group has positioned the real estate and shopping center business as a major strategic sector. The related activities comprise development, erection and management of shopping centers. 24 large-scale shopping centers in Austria and abroad (e. g. EUROPARK Salzburg, VARENA Vöcklabruck or Q19 Vienna Döbling) are currently

united under the umbrella of SES. As SES's recognition and popularity is rising – within Austria as well as on an international scale – SES has become the market leader in Austria and Slovenia.



Spar European Shopping Centers



VARENA in Vöcklabruck