



Mercator Group Company profile

Ljubljana, August 2012



History of the Company



1949: Establishment of the »Živila Ljubljana« wholesale company, the predecessor of Poslovni sistem Mercator, d.d.

1953: »Živila Ljubljana« is renamed to »Mercator«

1993: Start of privatization with an initial public offering of shares, the largest privatization project in Central Europe.

1995: Privatization of company is completed, with the ownership taken over by national funds and some 63,000 minority shareholders.

End of 1995: Mercator, d.d., is listed on the Ljubljana Stock Exchange.

Vision



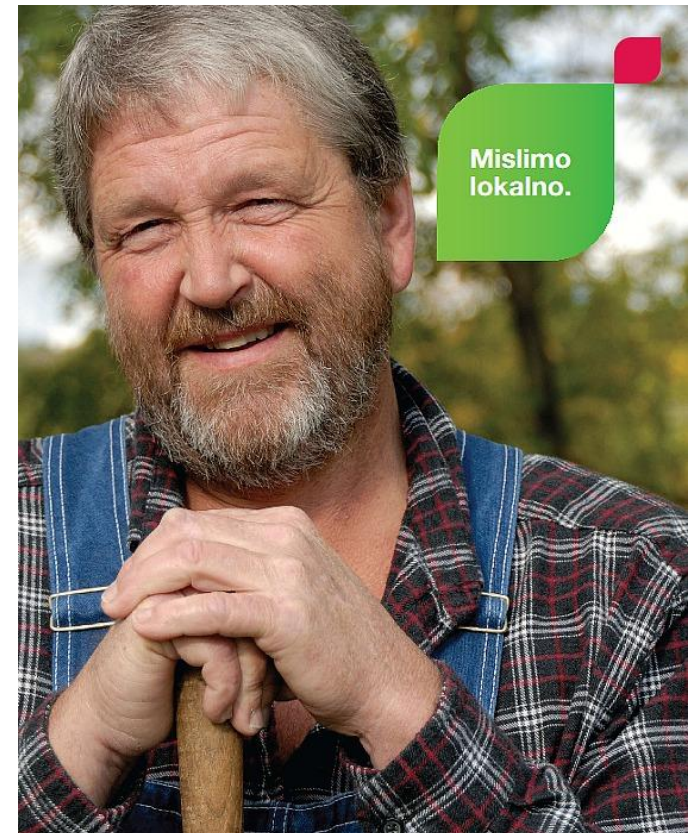
- To be the consumers' first choice when shopping for fast moving consumer goods and home products.



Mission



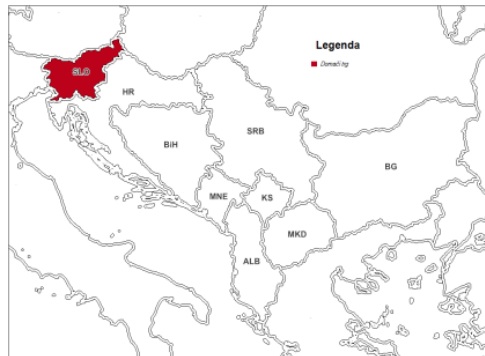
- To provide optimum value for the consumers with our service and offer of fast moving consumer goods and home products.
- To provide consumers with the best possible service in a pleasant shopping environment, by offering expert support of highly motivated employees.
- To provide returns for our shareholders through growth and efficient operation.
- To manage our operations in a way that improves the quality of life in our social and natural environment.



Strategic objectives

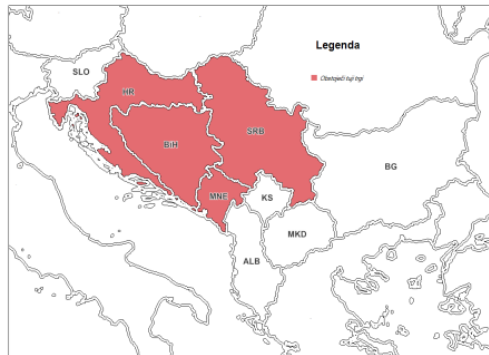


Slovenia



- To retain the position of the leading fast moving consumer goods retailer.
- To consolidate the position of the second largest retailer of home products.
- To develop supplementary trade services related to our customer loyalty system.

Existing foreign markets



- To consolidate or attain the position of the second largest fast moving consumer goods retailer.
- To rank among the top three retailers of home products.
- To develop supplementary trade services related to our customer loyalty system.

Strategic business fields



Fast-moving consumer goods



**85.9 %
revenue**

Home products



**7.1 %
revenue**

Real estate



**7.0 %
revenue**

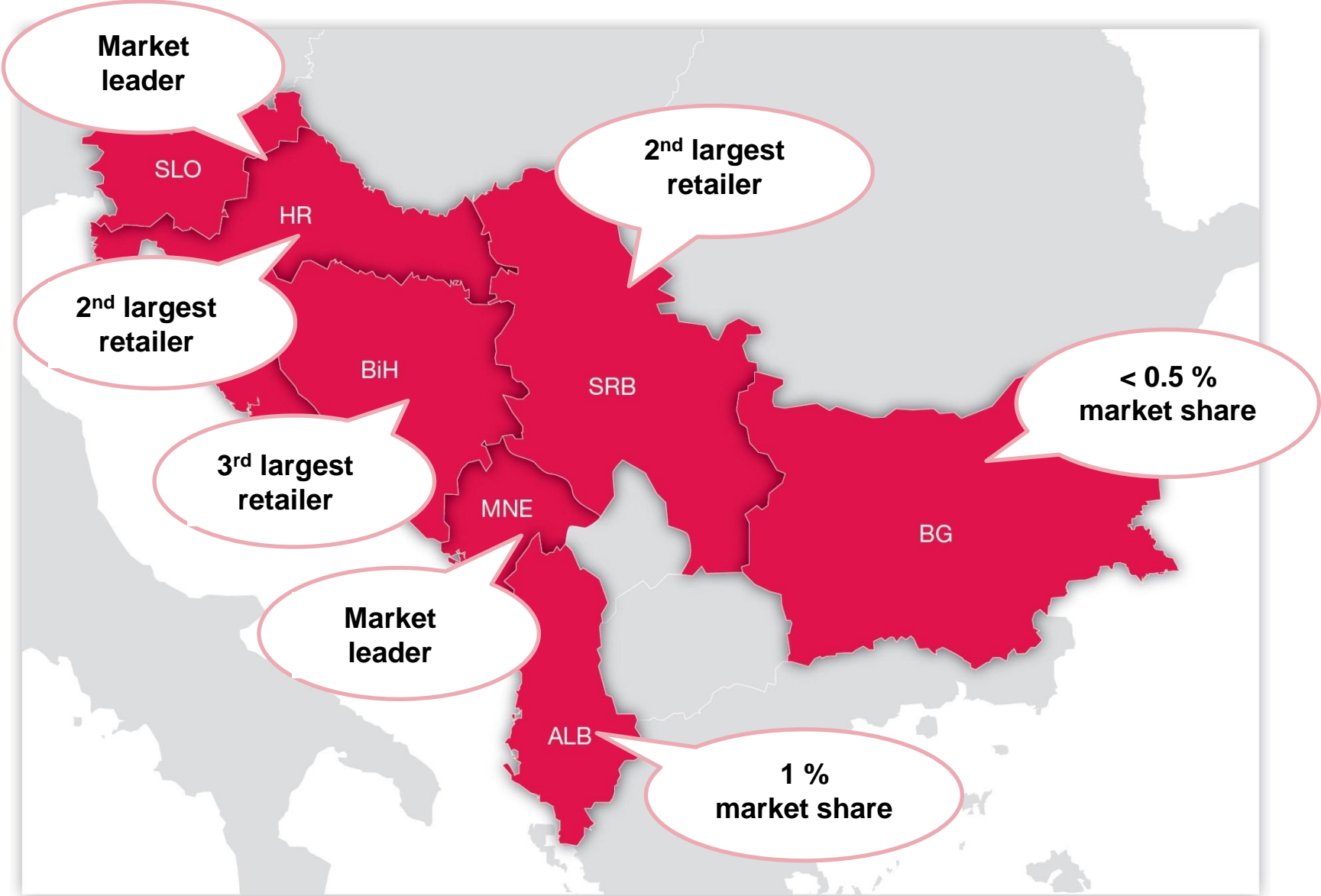
Other business activities



**Mercator
Emba**



Market position



Private label lines



Slovenia	Croatia	Serbia Bosnia and Herzegovina	Montenegro Albania
 <p>Naše ime, naš značaj.</p>	 <p>Naše ime, naš značaj.</p>	 <p>Naše ime, naš značaj.</p>	 <p>Naše ime, naš značaj.</p>
 	 	 	 
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<p>ambient</p>	<p>ambient</p>	<p>ambient</p>	<p>ambient</p>
 <p>ACTIVE LIFE</p>	 <p>ACTIVE LIFE</p>	 <p>ACTIVE LIFE</p>	 <p>ACTIVE LIFE</p>
 <p>PREMIUM</p>	 <p>PREMIUM</p>	 <p>PREMIUM</p>	 <p>PREMIUM</p>
 <p>Minute</p>	 <p>Minute</p>	 <p>Minute</p>	 <p>Minute</p>
 <p>Bio</p>	 <p>Bio</p>	 <p>Bio</p>	 <p>Bio</p>
			



Retail Network



1,609

retail units in all markets as at June 30, 2012.

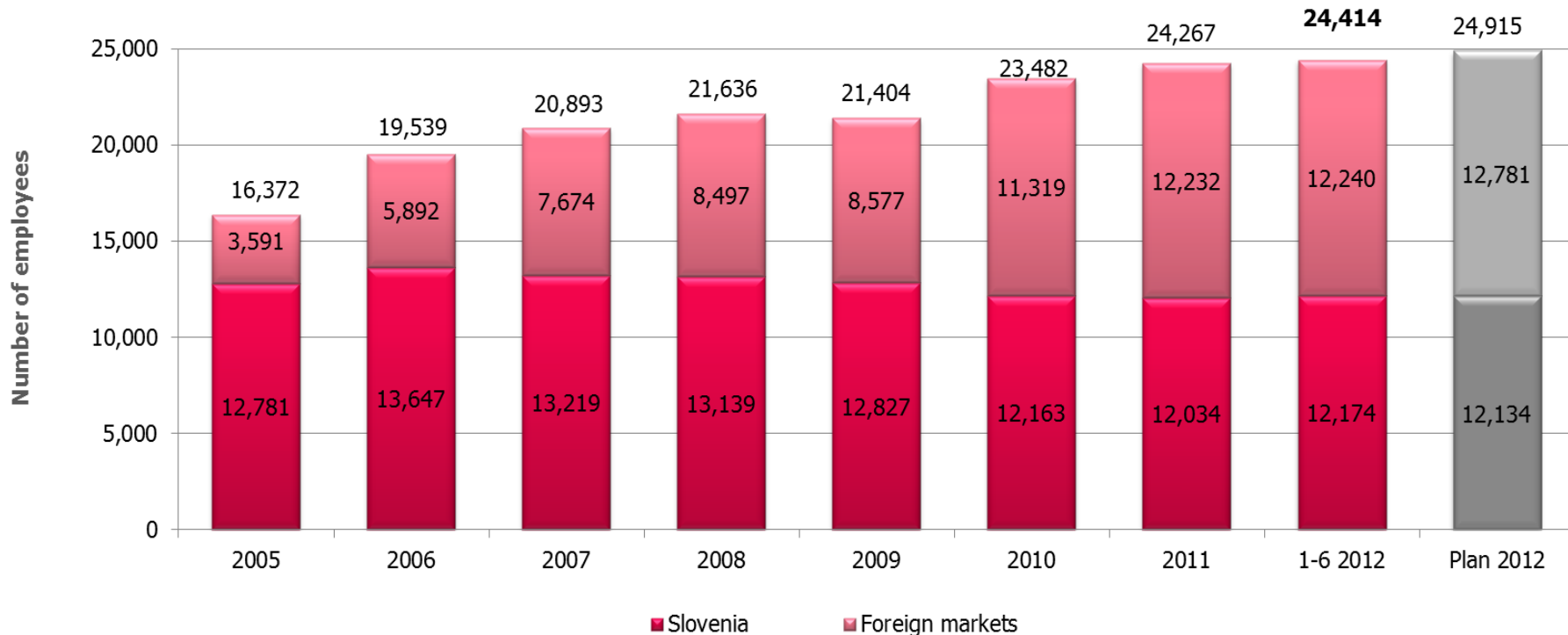
COUNTRY	SLOVENIA	SERBIA	CROATIA	BOSNIA AND HERZEGOVINA	MONTE-NEGRO	ALBANIA	BULGARIA	MERCATOR GROUP		
ACTIVITY	Number of units	Number of units	Number of units	Number of units	Number of units	Number of units	Number of units	Number of units	Gross sales area	Net sales area
Hypermarkets	22	16	13	7	2	1	2	63	297,779	194,909
Supermarkets	128	47	29	33	10	-	1	248	268,372	173,537
Neighbourhood stores	334	51	40	49	69	2	1	546	195,163	112,954
Convenience stores	2	-	1	1	-	-	-	4	6,544	3,752
Getro market	-	-	22	-	-	-	-	22	11,785	7,461
Cash & Carry	13	5	16	-	-	-	-	34	138,394	97,292
Hard discount stores	9	-	-	-	-	-	-	9	6,452	4,820
Restaurants	22	7	-	2	1	-	-	32	9,888	5,879
M holidays	13	-	-	-	-	-	-	13	229	229
TOTAL FMCG program	543	126	121	92	82	3	4	971	934,606	600,833
Home program	62	13	12	-	-	-	-	87	118,604	70,915
Furniture program	23	1	-	-	1	-	-	25	29,425	22,810
TOTAL home program	85	14	12	-	1	-	-	112	148,029	93,725
Clothing program and drugstores	89	15	34	12	-	-	-	150	67,707	56,908
Clothing program	72	8	34	8	-	-	-	122	64,523	54,193
Drugstores and perfumeries	17	7	-	4	-	-	-	28	3,185	2,715
Intersport	32	8	29	9	2	2	-	82	51,071	39,339
TOTAL specialised programs	121	23	63	21	2	2	-	232	118,778	96,246
TOTAL retail units under management	749	163	196	113	85	5	4	1,315	1,201,413	790,805
Franchise stores	223	20	51	-	-	-	-	294	51,255	33,802
TOTAL with franchise stores	972	183	247	113	85	5	4	1,609	1,252,668	824,607

Employees



24,414

is number of **employees** in Mercator Group as at June 30, 2012.

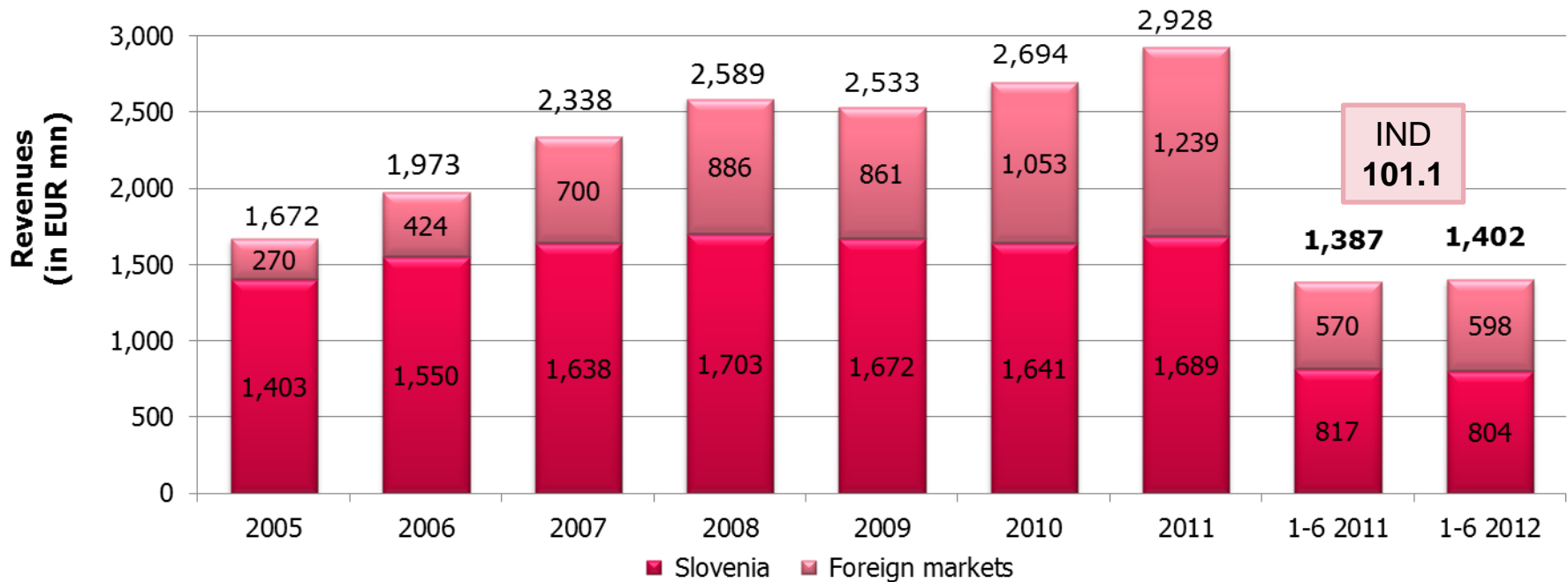


Revenue of the Mercator Group



EUR 1,402.0 mn

revenue was generated by Mercator Group in the period 1-6 2012, which is **1.1 percent more relative to the period 1-6 2011**.



Revenue growth in 1-6 2012 is also a result of the takeover of the company Drvopromet, d.o.o., in Bosnia and Herzegovina in the end of year 2011.



Thank you for your interest!

Additional information available at:

<http://www.mercator.si>

<http://seonet.ljse.si/>

