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04/10/2022

Sophie Pagnon

Chief Communication, Marketing & Impact Officer

ORGANIC RETAILER

leader on the organic spanish market



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PURPOSE & VALUES

Our purpose is to increase life expectancy and quality of life for people and the planet through organic food and a sustainable lifestyle

COMMITMENTS

- ✓ Health
- ✓ Taste
- ✓ Food biodiversity
- ✓ Sustainability
- ✓ Proximity
- ✓ People
- ✓ Conscious and responsible consumption

VALUES

- ✓ Leadership
- ✓ Passion
- ✓ Honesty
- ✓ Kindness
- ✓ Impact



FIGURES



20 years anniversary!



80 supermarkets + on-line store.



People: +750.



Average 400m2 per point of sale



BRANDS & ACTIVITIES

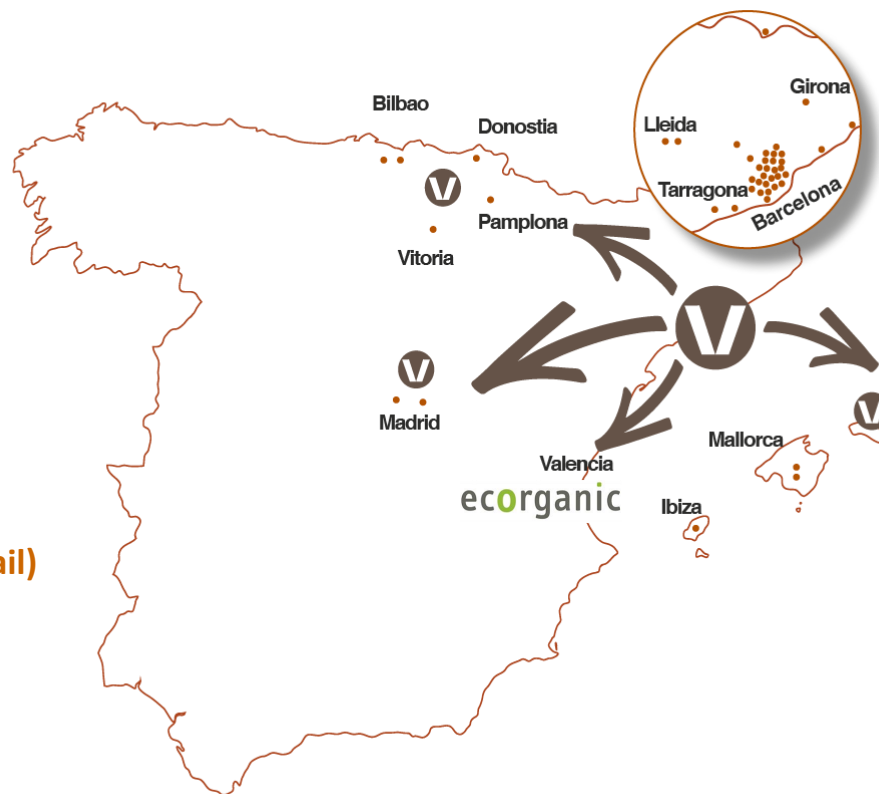
ecorganic

Organic supermarkets (B2C – retail)

- Valencia region (10)
(6 Valencia + 4 Alicante)

anna
ECOLOGICA.
100%

- B2B channels (Horeca, collectivities, Industry, corners,)
- Coverage of Peninsula and Balearic Islands



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Organic supermarkets (B2C – retail)

69 stores

- Cataluña (50)
- País Vasco (9)
- Baleares (5)
- Madrid (2)
- Navarra (1)
- Comunidad Valenciana (1)
- Andorra (1)

On-line shop



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PRODUCTS ASSORTMENT

- + 6.000 certified organic products
- +900 own brands products (+550 Veritas brand)
- Exclusive brands
- Own bakery
- Own kitchen

100%

The most sustainable bread

Healthy ready to eat.
Sustainable packaging.




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SUSTAINABILITY HIGHLIGHTS

CARBON
FOOTPRINT
-50% ACHIEVED
AND LOCALLY
COMPENSATED



Provoquemos
UN CAMBIO

EN VERITAS QUEREMOS
CAMBIAR LAS LEYES.
SÚMATE Y CONSIGUE
TUS VENTAJAS YA.



Certified
(B)
Corporation

**Best For
The World
2019** Changemakers
Honoree

veritas | AQUÍ
PURE AIR | SE RESPIRA
AIRE PURO.



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CHOCOLATE
CACAO 72%

EL CHOCOLATE
MAS BUENO
PARA EL MUNDO

CONSEJO DE
UN ALCORNOQUE

#LevantaLaMano
para cuidarte
para ayudar a otras mujeres





OUR CUSTOMERS

DRIVERS

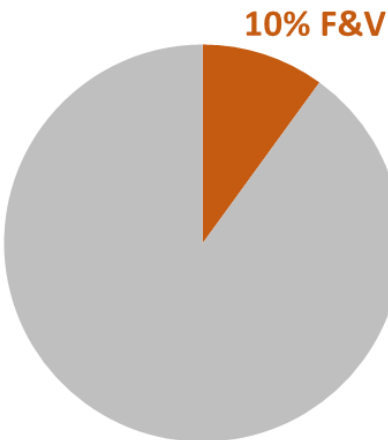


HEALTHY FOOD

DIVERSITY

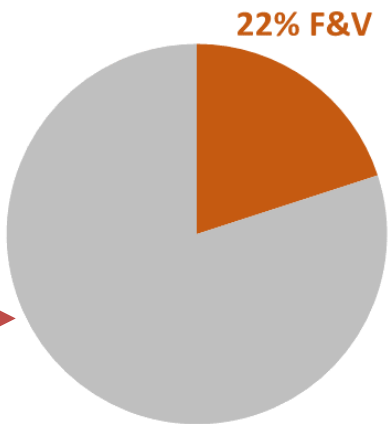
TASTE, VALUES, LOCAL,
SERVICE/ UX,...

TRUST RELATIONSHIP
BRAND-CUSTOMER



CUSTOMERS

LOYALTY CUSTOMERS

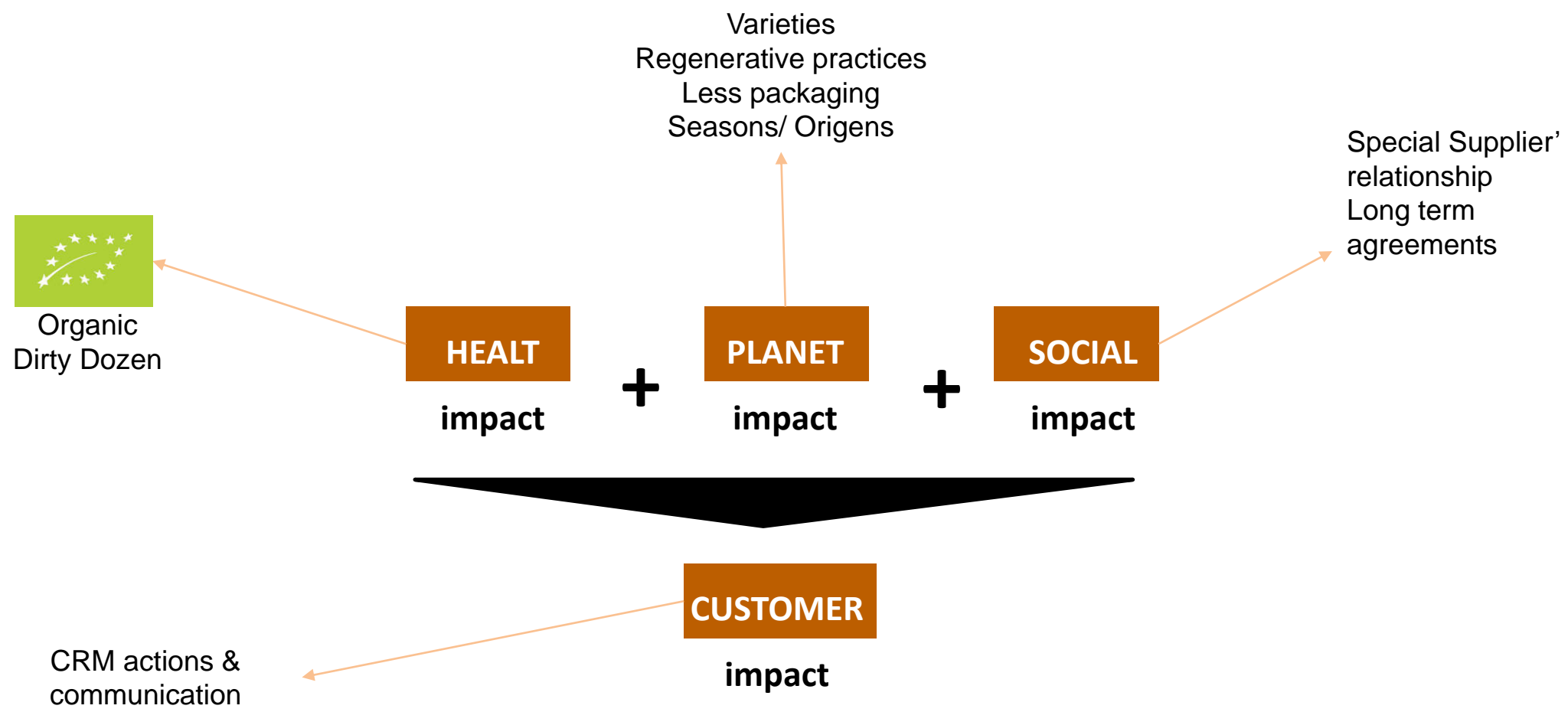


- Still more than 30%: 0% F&V
- 12% F&V packed vs 88% bulk



IMPACT AT VERITAS

Identify & generate competitive advantages of our proposal

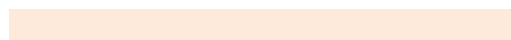




SUSTAINABLE PACKAGING

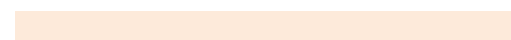
Best residues ?

✓ That doesn't exist



✓ Less packaging

✓ With high real recyclability



✓ Even better high circularity

✓ Single materials

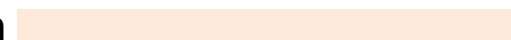
✓ Or very easy to separate

✓ Recyclable technically and in real local facts

PLA?

Tetra Pack?

✓ Origen, better if non virgen



✓ Origen, better if vegetable

✓ Recycled material

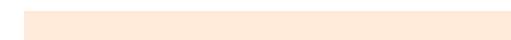
✓ Bio origen

✓ Plastic, if avoidable better
but still unique
conservation characteristics



✓ Glass, aluminium, paper

✓ BPA & Ftalatos free



✓ Toxic free



COMMERCIAL ISSUES

- ☐ Units vs kilos
- ☐ Take away, impulse vs Packaging
- ☐ Promotions vs Best Price
- ☐ Trade Marketing
- ☐ Direct deliveries
- ☐ CRM
- ☐ Education
- ☐ Easy recipes



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Thank you!