

Business Model & Business Units

Migros is focused on improving the quality of life of its costumers. All Migros companies are obliged to base their actions on this guiding principle.

The Migros Group is a diversified and vertically integrated group of companies whose core business is retail. With its consumer and service products, it covers the everyday needs of all sections of society.

The Group is divided into five strategic business units:

- **Cooperative Retailing** represents the core business. It consists of the activities of the ten regional Migros Cooperatives. These operate the super/hypermarkets under the Migros brand, the specialist markets Do It + Garden, Melectronics, Micasa, SportXX, the Swiss Obi DIY stores as well as the leisure facilities, restaurants and take-aways and the Club Schools.
- The strategic segment **Commerce** includes all other retail formats that are not operated by the Cooperatives. This includes the department stores Globus and Galaxus, the discounter Denner, specialist markets such as ExLibris and ProbikeShop, Migrol and the Migrolino convenience stores.
- The industrial companies of the strategic business unit **Industry and Wholesaling** fulfil a dual role: on the one hand, they develop and manufacture innovative own-brand products for Migros that offer Swiss quality at reasonable prices; on the other hand, they sell products and services to third-party customers in Switzerland and abroad. The business unit also includes the operations of Saviva, which supplies business customers in the food services industry.
- The **Financial Services** and **Travel** business units offer further options and services for Migros customers.

In addition to the strategic business units, the Migros Group also includes companies that provide services for all areas (Shared Services), such as the national distribution centres, Migros IT Services and the SQTs test laboratory, as well as corporate functions that handle interdisciplinary coordination tasks such as in the areas of Finance, HR, organisational development and compliance.

Strategic orientation of the Migros Group

MIGROS



Strategic business units

Business units	Cooperative Retailing	Commerce	Industry & Wholesaling	Financial Services	Travel
	SM/MM Catering Special markets: Micasa Do it+ Garden Obi-Baumarkt m-Electronics SportXX M-Service Leisure facilities Medbase	Denner Digitec/Galaxus Gries Deco Co. Ex Libris Interio Globus Gruppe Le Shop Migrol Migrolino OWiba ProbikeShop m-way Sharoo	Aproz Bina Delica Elsa Frey Jowa Mifroma Micarna Midor Riseria Mibelle Saviva	Migros Bank	Hotelplan Group
Corporate functions ¹					
SHARED SERVICES ²					
Migros Culture Percentage and Engagement Migros development fund					

¹ Corporate functions such as reporting, law, HR, corporate development, ...

² Shared services such as IT, logistics, property