

Migros Culture Percentage & Engagement Migros development fund

Migros makes numerous cultural and social contributions to strengthen social cohesion in Switzerland. These revolve around Migros Culture Percentage and the Engagement Migros development fund.

Migros Culture Percentage

Social responsibility was firmly anchored in the company's values by Migros' founder Gottlieb Duttweiler. With annual investments of some CHF 118 – 120 million, Migros' biggest contribution to society is made by Migros Culture Percentage.

It was initiated in 1957 by Gottlieb Duttweiler and incorporated in the statutes as an independent business unit – on an equal footing with the economic success of the company.

This voluntary cultural and social commitment made by the Migros Culture Percentage, is **globally unique**. The Federation of Migros Cooperatives (FMC) and the ten regional Migros Cooperatives undertake to make an annual contribution, which is calculated on the **basis of their sales** and is also paid in the event of a decline in profit.

In 2015, Migros Culture Percentage invested CHF 120.19 million into giving something back to society **in the spirit of Gottlieb Duttweiler**. It thereby provided fresh impetus in all its areas of activity and encouraged social dialogue.

Migros Culture Percentage dedicates itself to the **areas of culture, education, society and leisure**. The permanent institutions include Migros Club School, the Eurocentres, the GDI Gottlieb Duttweiler Institute, the four "im Grüne" parks, the Ferrovia Monte Generoso, the Migros Museum of Contemporary Art and the Arc.

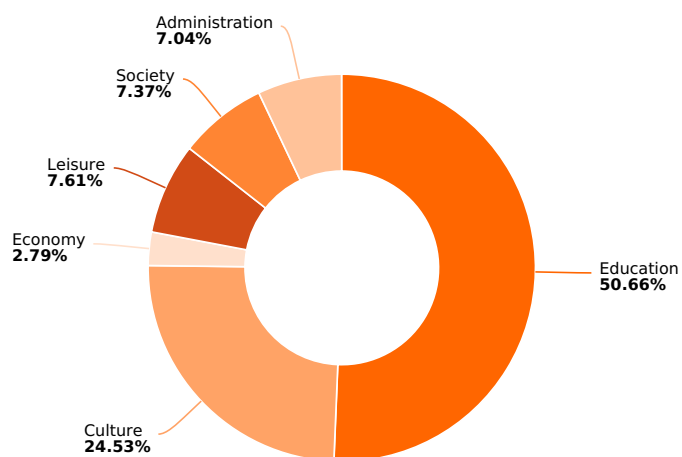
Migros Culture Percentage also organises events of its own, supports projects and artists, and promotes young talent. **On a national level** this is done by the FMC, **on a regional level** by the ten Migros Cooperatives. The central aim is to grant people access to the current artistic forms of expression and to enable them to participate in social, economic and cultural change.

CHF 4.364 billion

has been contributed to society by the Migros Culture Percentage since 1957.

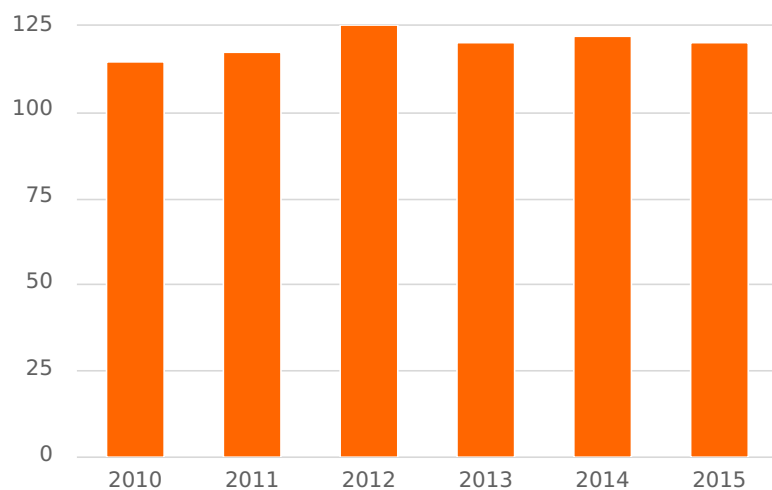
Migros Culture Percentage expenses 2014 by area

Expenses by area
in 1'000 CHF

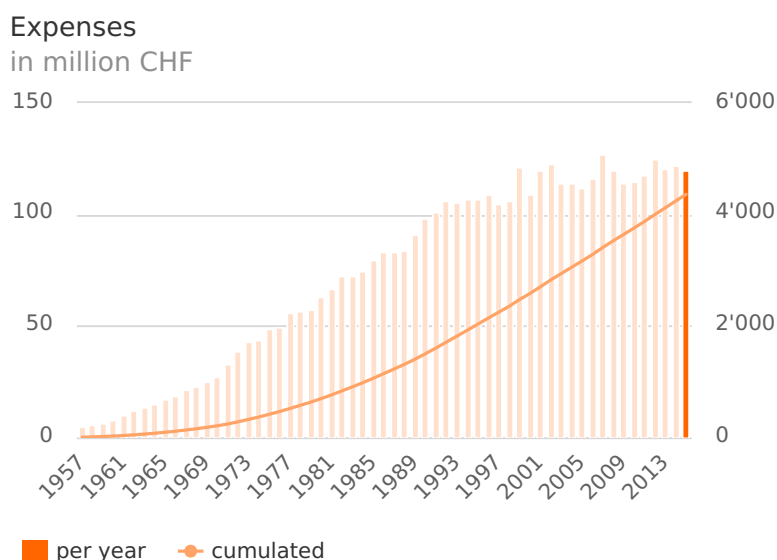


Migros Culture Percentage expenses 2010 - 2014

Migros Culture Percentage expenses 2010 - 2015
in million CHF



Migros Culture Percentage expenses 1957 - 2015



Engagement Migros development fund

With Engagement Migros, alongside Migros Culture Percentage, Migros is extending social responsibility to other companies of the **Migros Group**. The Engagement Migros development fund was established in 2012 and is continuing to step up its support activities.

33 projects were supported in the reporting year. The development fund is financed with 10% of the dividends of the subsidiaries, including Denner, Migros Bank and Migrol. A total of CHF 10.3 million was made available in 2015 (CHF 8.6 million spent).

in CHF million	2013	2014	2015
made available	8.7	9.8	10.3
Spent	4.8	6.1	8.6

Engagement Migros supports **pioneering projects** in the midst of **social change**, projects that break new ground and test future-oriented solutions. At present, projects are being supported in four areas: Mobility, Production & Nutrition, Museums & Public and Creatives & Market. In addition to the areas of culture and sustainability, the development fund **also became active in the area of economic development** in the reporting year.

CHF 10.3 million

was made available by
Engagement Migros for
pioneering projects in 2015.