

Leisure

With its initiatives to promote health and better leisure opportunities, Migros is working towards a better quality of life for all. It stepped up its activities considerably in 2015 by acquiring the santémed health centres.

Leisure & health centres

Migros has been a **leader in the leisure and health market** since the 1970s, with 136 health-enhancing locations throughout Switzerland. In 2015, it extended its leading position with a **total of 40 new locations**.

Alongside 89 gyms, spas and aquaparks, 35 Medbase and santémed health centres offer holistic medical care.

Brand	Cooperative	Number
Fitnessparks	Aare, Basel, Lucerne, Eastern Switzerland, Vaud, Zurich	16
Activ Fitness	Zurich (franchise Ticino/Romandie)	36
FlowerPower Fitness & Wellness	Aare	11
ONE Training	Lucerne	8
MFIT	Eastern Switzerland	8
Fitnesscenter	Basel	1
Aquaparks (Bernaqua, Sântispark, Vitam)	Aare, Eastern Switzerland, Migros France	3
ELEMENTS (expansion Germany)	Zurich	6
Medbase health centres	Aare, Lucerne, Eastern Switzerland, Zurich	35
Sportparks (Rontal-Dierikon, Pilatus-Kriens, Milandia)	Lucerne, Zurich	3
Golfparks (incl. Golfcampus and Golfanlage Limpachtal)	Zurich, Lucerne, Eastern Switzerland, Aare, Vaud	9
Total 2015		136
Total 2014		96

In the reporting year, the Migros subsidiary Medbase acquired 70% of the **SWICA santémed health centres**. This created to Switzerland's largest network for basic outpatient care. The integrated care model encompasses a modern medical and therapeutic infrastructure and combines prevention, acute medicine and rehabilitation.

The close partnership between Medbase/santémed, institutions such as hospitals, and specialists makes it possible to **offer patients optimum care**.

The aim of the **Migros health programme** is to promote the physical, mental and social well-being and health literacy of the Swiss population. All locations share a **strong commitment to public health** and the principle of a better quality of life for all, at the best value for money.

In 2015 alone, Migros welcomed the following in its 82 gyms, spas and aquaparks:

- 175'500 annual members (+5% increase from previous year)
- 10.1 million visitors (+2% increase from previous year)

Expansion of gyms and spas

16 new gyms and spas were opened in 2015: The Migros subsidiary Activ Fitness opened a second studio in the Canton of Ticino, three new locations in French-speaking and one in German-speaking Switzerland. In addition, five studios in French-speaking Switzerland were taken over and converted into the Activ Fitness format. MFIT opened two new locations, while FlowerPower30 opened four additional centres.

The sixth Elements location was launched in Germany. The **Intercity Card**, the season ticket for more exercise and health, can now also be used at Elements in Germany, as well as for facilities in some 70 Swiss cities. The card allows commuters to make flexible use of a varied range of fitness, spa and wellness facilities.

Leisure facilities

The events of Migros Culture Percentage's four "im Grünen" parks attracted a wide audience – and Bern's Gurtenbahn funicular set a new record. In 2015, work got underway on a spectacular construction project by Mario Botta as a tourist attraction on the Monte Generoso.

Thanks to Migros, golf is a mass sport in Switzerland: 15'153 people already hold a Migros ASG GolfCard.

The great outdoors

At **Park im Grüene Rüschlikon**, the highlight of the events season was a free open-air concert given by the **Zurich Chamber Orchestra** (ZKO). In the afternoon, a younger audience could enjoy the children's concert **Don Quijote** and the instrumental performance by the orchestra musicians. The main concert took place in the evening, under the motto **folk goes classic**: with the support of an alpine horn and a Swiss accordion, the ZKO conjured up a wonderful atmosphere under the summer night sky.

The **Park im Grünen Münchenstein** has a new attraction: a beaver has moved in. Young and old alike kept a keen eye on the park's **latest resident**. In addition to a carousel, mini-golf course, a restaurant and barbecue areas, visitors also had the opportunity to enjoy musical and family events and theatre performances.

The **Gurten Park im Grünen** enjoyed notable some successes after opening its new pavilion. The Business & Events segment was expanded and the Gurten **repositioned as an events destination**. The cultural venue UPTown was given some new event formats, and the "Pavillon-Stubete" and "La Nuit Magique" series sold out. With the inauguration of the marble run, the new MUTZ train and the construction of the "Gurtenseeli" water zone, one of **Bern's nicest playgrounds** was given a major revamp.

89

Migros gyms, spas and aquaparks promote the health of the population. 16 new fitness facilities were opened in 2015.

> 1 million

passengers were transported by the Gurtenbahn funicular in 2015 – a new record for Bern's local mountain.

The **Parc Pré Vert du Signal de Bougy** attracted over 300'000 visitors during the 2015 season, while the restaurant served up more than 500 meals a day. The park activities were very popular. The programme planners are aiming to offer more **events and facilities for the general public** in future, including workshops such as "The small farm" and fairytale projects.

Monte Generoso railway

On the **Monte Generoso**, the construction project "Fiore di Pietra" (stone flower) by the Ticino **architect Mario Botta** got underway in 2015. The structure, which is intended as a new tourist attraction, is being built on the top of the mountain, **a popular destination for excursions** and will offer a 360-degree view. The shell was completed in October 2015. The inside will house a self-service restaurant with a terrace featuring views of the Alps. There will also be a panorama restaurant with space for 150 guests and a large conference room. The **reopening** of the cog railway and the Botta building are planned for **spring 2017**.

Migros golf parks

Since 1995, Migros has been playing a major part in making the game of golf a mass sport throughout Switzerland – with six golf parks, two golf campuses and a major commitment to promoting young talent. Migros is the **biggest provider of public golf** in Switzerland. 15'153 independent golfers hold the Migros ASG GolfCard, which offers an **alternative to traditional club membership**. With a **new website**, the golf parks can now present themselves on a shared central platform. The integrated **range of golf breaks** includes around 60 holidays in ten destinations, as well as event trips.

180

holes on eight courses – Migros is the biggest provider of public golf in Switzerland.

Sponsorship activities

In 2015, Migros supported numerous mountain wrestling festivals throughout Switzerland and was involved in various fun runs. The focus ranged from projects to promote young talent, through to events for families and children.

Wrestling

Migros supported numerous **local events and mountain wrestling festivals throughout Switzerland** in 2015 under the banner "From the region. For the region". To help bring along the next generation of wrestlers, around 800 children were given their first whiff of sawdust air at the national wrestling insight day. Migros has also been a partner of the **Swiss Wrestling and Alpine Festival (ESAF)** since 2007.

Fun runs

Migros and SportXX supported **numerous major fun runs** throughout Switzerland in 2015. Migros' contribution came within the context of the "From us. From here" initiative. The 230'000 runners were given Migros goody bags containing a total of 1.5 million own-brand products. The Migros Finisher Clip also allowed participants to relive key scenes from their race online.

Families & children

As a national sponsor of

Families and children have always been very important to Migros. That is why we sponsor a wide range of **events aimed at families**. These include car-free slowUp days and Europe's biggest ski race for children, the Migros Grand Prix. The Famigros Skiday, launched in 2015, offers 15 days of low-cost skiing fun in Switzerland's most family-friendly ski regions.

slowUp, we have promised Emma to enable more than 40 million car-free kilometres by 2017.

Pioneering projects

The Engagement Migros development fund investigated the possibilities and challenges presented by new models for shared mobility. In 2015, it supported the Carvelo initiative, which promotes the use of cargo bikes.

Carvelo – shared mobility

The Engagement Migros development fund supports **pioneering projects relating to mobility**. These investigate new possibilities and challenges and establish models for shared mobility. The Carvelo initiative, for example, promotes the **use of cargo bikes** and offers a way to test, rent or share them.