

## Products

# Consumption

Migros helps its customers to lead a healthy lifestyle. It offers a wide selection of products made under sustainable conditions and for special dietary requirements.

The Migros Group companies sell many products that offer **social or ecological added value**. Migros also offers a wide range of products for people with special dietary and health requirements. These include products for vegans and food for people with intolerances.

## Range of sustainable products

Cooperative Retailing is continuously enhancing its range of sustainable products. This includes products that have been organically cultivated and fairly traded, conserve natural resources and guarantee a high standard of animal welfare. With the Cumulus-Green service, holders of a Cumulus card can check what proportion of products in their shopping basket carry a sustainable label. In 2017, the Cumulus-Green share was 20.7%, up 0.8% on the previous year.

In 2017, the total sales of all products with a **sustainable or health label** or which originate from regional production rose by 3.3% to CHF 4.0 billion. These products make up 29.4% of the total sales of Cooperative Retailing (excluding Tegut).

## Total sales of sustainable, health and regional label, Cooperative Retailing

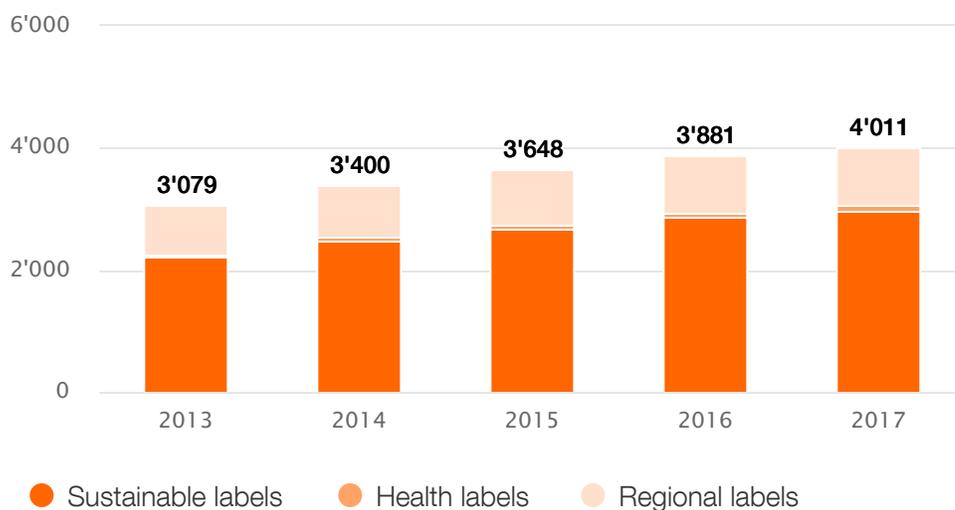
Sales of each sustainable, health and regional label						Change from previous year in %	Proportion of total sales 2017
in CHF million <sup>[1]</sup>	2013	2014	2015	2016	2017		
Sustainable labels	2'202	2'471	2'678	2'854	2'964	3.9%	21.7%
Health labels	50	58	71	87	87	0.0%	0.6%
Regional labels	827	871	899	940	960	2.1%	7.0%
<b>Total sales of labels <sup>[2]</sup></b>	<b>3'079</b>	<b>3'400</b>	<b>3'648</b>	<b>3'881</b>	<b>4'011</b>	<b>3.3%</b>	<b>29.4%</b>

1 Products with two labels (e.g. Bio and Fairtrade Max Havelaar) were counted twice when collecting the data.

2 Total sales of Cooperative Retailing (excluding tegut...)

## Sales of each sustainable, health and regional label <sup>[1]</sup>

in CHF million



- 1 Produkte mit zwei Labels (z.B. Bio und Fairtrade Max Havelaar) wurden in der Erhebung doppelt gezählt.

Sales performance of the individual sustainability labels:

### Label sales, Cooperative Retailing 2017

Cooperative Retailing, sales of the individual labels 2017	2013	2014	2015	2016	2017	Change from previous year in %
Aus der Region. Für die Region (AdR)	827	871	899	940	960	2.1%
TerraSuisse	663	670	714	708	714	0.8%
Organic (food) <sup>[1]</sup>	517	593	681	808	889	10.0%

<b>Cooperative Retailing, sales of the individual labels 2017</b>						<b>Change from previous year in %</b>
in CHF million	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	
UTZ	322	473	509	530	533	0.6%
FSC	197	216	243	246	256	4.1%
Eco	222	211	196	193	187	-3.1%
MSC/ASC	77	93	136	162	173	6.8%
Fairtrade Max Havelaar	99	106	114	125	135	8.0%
Aha!	50	58	71	87	87	0.0%
Bio Cotton	44	51	54	58	51	-12.1%
Topten	61	56	28	21	21	0.0%
Bio Garden	2	3	4	4	5	25.0%
<b>Total</b>	<b>3'079</b>	<b>3'400</b>	<b>3'648</b>	<b>3'882</b>	<b>4'011</b>	<b>3.3%</b>

**1** Includes the Migros Bio label and third-party organic brands (e.g. Alnatura, Hipp and Yogi Tea).

## Organic continues to be popular

The range of organic food in Cooperative Retailing includes 4'500 products (incl. Alnatura supermarkets). At the end of 2017, all ten Cooperatives offered **Alnatura products**. Migros is also expanding its network of Alnatura organic supermarkets; it opened two new branches in the reporting year.

## 4'500 products

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make up the range of organic food in Cooperative Retailing.

In 2017, Tegut launched a campaign to raise awareness of its wide range of organically produced products. The **range of organic products is also being continuously enhanced** at Le Shop. The proportion of sales generated from organic food is currently almost 15%.

## aha!-certified products

At the end of 2017, Cooperative Retailing offered a total of 184 products carrying the aha! label in the areas of food and cosmetics, as well as **washing and cleaning products that were added to the range in the reporting year**. The aha! label denotes products that are particularly suitable for people with allergies or intolerances.

## Vegetarian and vegan products

At the end of 2017, 651 products were **V-Label certified or marked with the Vegan Flower**. Migros thus increased its range by 73% between 2015 and 2017, and kept its promise.

# 651 products

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were V-Label certified or marked with the Vegan Flower at the end of 2017.

The V-Label denotes products that are suitable for a vegetarian or vegan diet. For products under the Alnatura brand, purely plant-based food carries the Vegan Flower (vegan trademark) of the UK's Vegan Society.

## **Sustainable investment funds at Migros Bank**

Migros Bank now offers a **wide range of sustainable investment funds**. The funds invest in companies that set an example in their industry in terms of ecology, social responsibility and corporate management, and which are also financially attractive. To measure the level of sustainability and select investments, Migros Bank works with MSCI ESG Research, a leading provider of sustainability analysis.