

Overview of Migros

Culture, Values & Management

Economic, social and environmental responsibilities towards all stakeholders are key elements of the Migros culture. They form the basis for the thoughts, actions and management of the Migros Group.

Thoughts and actions are formed by the normative framework of the Migros Group strategy. The primary duties of the executive staff include exemplifying the cultural and ethical values each day, basing actions on the value proposition made to all stakeholders, striving to achieve the **vision "Migros – a better life every day"** and actively acknowledging the common goals.

The exchange of executive staff between the different business units is encouraged.

We promote executives who conduct their business successfully with a **high degree of entrepreneurial self-reliance** and to the benefit of the whole. Exemplifying and promoting the common values, as well as thinking and acting within the overall group concept, are prerequisites for any career within the Migros Group. The exchange of executive staff between the different business units is encouraged in order to strengthen the group identity and culture.

The decision makers within the Migros Group are aware of their **economic, social and environmental responsibilities** towards all stakeholders. These conduct directives also reflect the will and legacy of Migros founder Gottlieb Duttweiler.

Values

The values of the Migros Group encompass the following principles:

Cooperative philosophy

Our identity is shaped by the basic cooperative idea – this enables us to utilise the profits that are not needed to safeguard the company to improve the quality of life of our customers, employees and society. Being a cooperative also means that many interests must be in tune with each other and taken into account – in this respect, we are multifaceted, just like Switzerland with its basic federal structure.

Swiss roots

We are proud to be a Swiss company – and proud of our tradition and history. At the same time, we are receptive to global diversity.

Sustainable development

We are success- and performance-oriented, while being committed to sustainability. This means finding a balance between business, environmental and social demands.

Credibility

We are trustworthy and responsible, because we think, talk and act honestly, predictably and reliably in our business relationships. We make ourselves trustworthy by checking, and having others check, that we really deliver what we promise. We maintain an open dialogue, both internally and externally.

Professional passion

Our openness, curiosity and interests are geared towards improving the quality of life of our customers. We strive to be in close contact with you – meeting your requirements is our most important driver. We draw inspiration from this, and we put all our professional passion into continually surprising and satisfying our customers with our new products and services.

Responsibility

We manage our core business in a socially acceptable way that conserves resources – along the entire value-added chain. With our pioneering work, we also create unique added value for people, wildlife and the environment. In addition, we promote the health and well-being of the population. Our actions are based on the applicable laws and on any additional voluntary Migros standards.