

Culture Percentage & 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

In 2019, Migros Culture Percentage invested CHF 118 million in **culture, society, education, leisure** and the economy. The permanent institutions include Migros Club School, the GDI Gottlieb Duttweiler Institute, the four "im Grünen" parks, Ferrovia Monte Generoso and the Migros Museum of Contemporary Art.

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 Federation of Migros Cooperatives; on a regional level, by the ten Migros Cooperatives.

CHF 4.8 billion

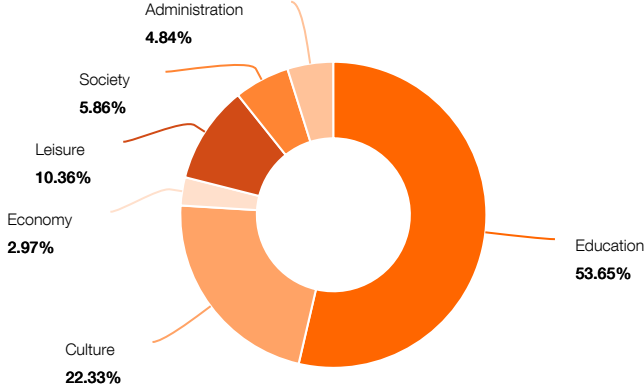
has been contributed to society by Migros Culture Percentage since
1957.

Migros Culture Percentage 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. Migros' voluntary cultural and social commitment is unique worldwide.

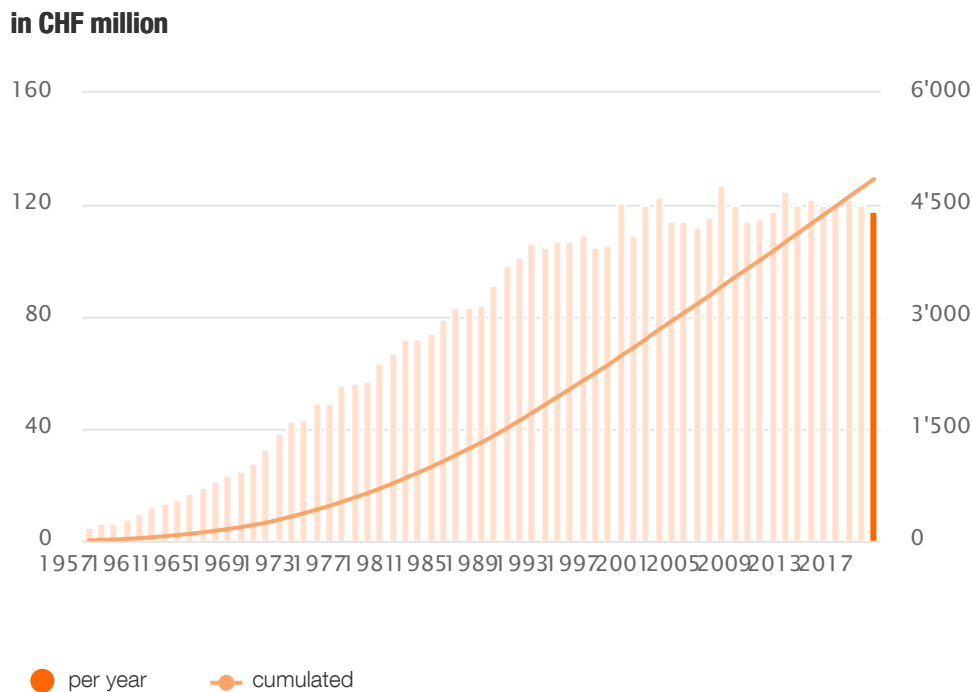
With annual investment of some CHF 120 million, **Migros' biggest contribution to society** is made by Migros Culture Percentage.

Migros Culture Percentage expenses 2019 by area

Area



Migros Culture Percentage expenses 1957 – 2019



Engagement Migros development fund

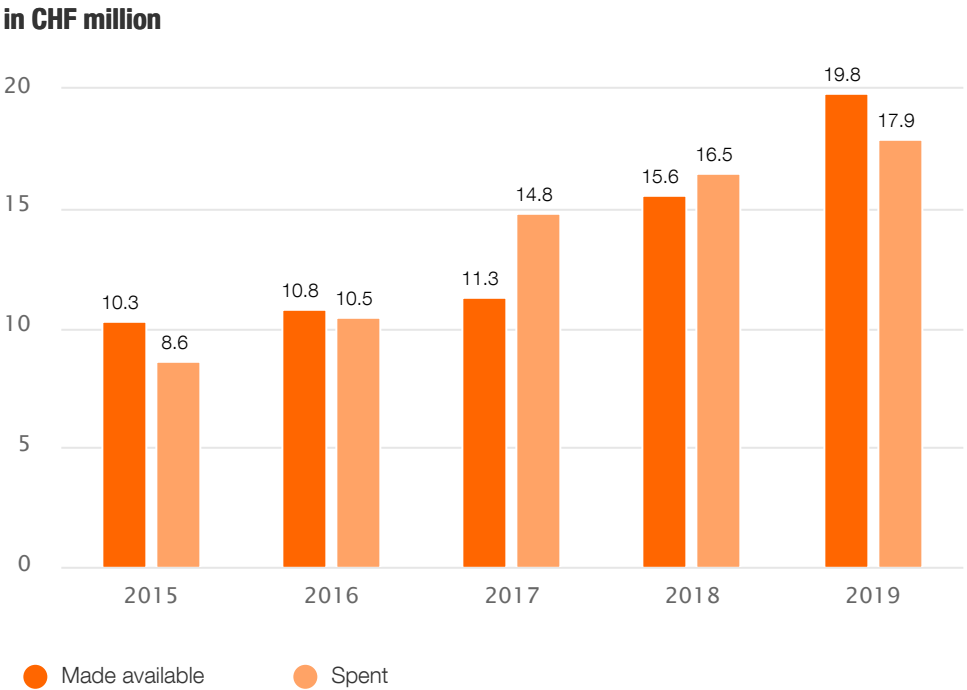
CHF 17.9 million

was invested by Engagement Migros in pioneering projects in 2019.

With Engagement Migros, complemented by Migros Culture Percentage, Migros has extended its voluntary social responsibility to other companies of the Migros Group. The Engagement Migros development fund was **established in 2012** and has steadily stepped up its support activities ever since.

60 projects were supported in the reporting year. The development fund is financed with 10% of the dividends of the subsidiaries, including Denner, Migros Bank, Migrol and migrolino. A total of CHF 20 million was made available in 2019 (CHF 18 million spent).

Engagement Migros expenses 2015 – 2019



Engagement Migros **supports pioneering projects in social change** that break new ground and test future-oriented solutions. At present, projects are supported in seven areas: Mobility, Production & Nutrition, Circular Economy, Museums & Public, Creatives & Market, Collaborative Innovation and People & Digitalisation.