

The Ukrainian Market for Fruit & Vegetable Current Situation & Perspective for Metro Ukraine



**Didier Jonnier, Head Of Fresh & Ultra Fresh
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METRO Cash & Carry – a Core Brand of METRO GROUP

METRO GROUP

Self-Service Wholesale



Sales (bn): €30.6
Countries*: 30
Stores*: 687

Food retail



Sales (bn): € 11.3
Countries: 6
Stores: 441

Nonfood specialty



Sales (bn): € 19.7
Countries: 16
Stores: 818

Department stores



Sales (bn): € 3.5
Countries: 2
Stores: 141

Cross functional companies

METRO Group sales 2009: € 65.5 bn

* Status: January 31, 2011

METRO Cash & Carry – a Core Brand of METRO GROUP

687 stores in 30 countries*

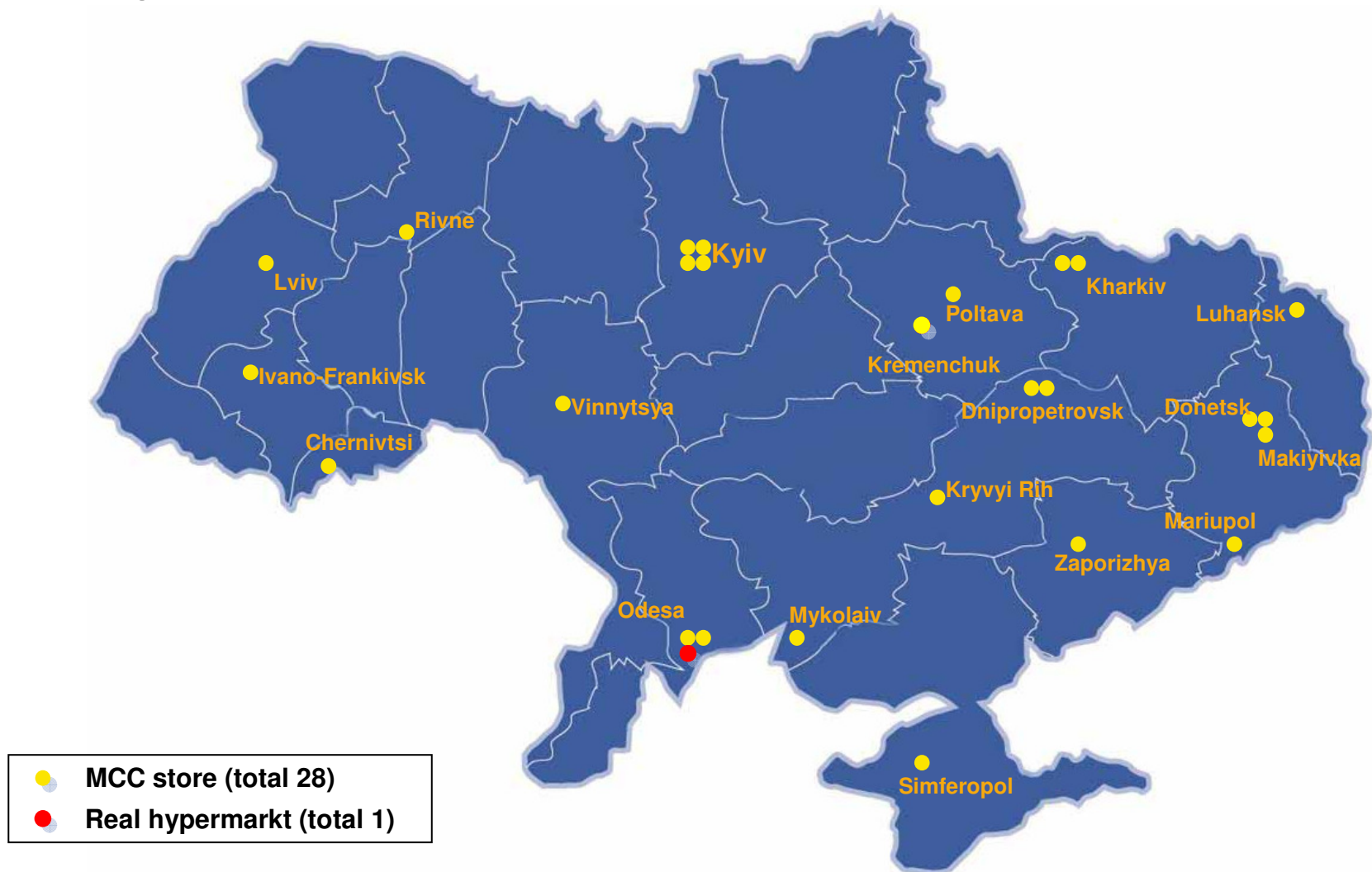
Over 5 million m² total sales area

More than 100,000 employees

Sales of € 30.6 billion in 2009

* Status: January 31, 2011

Today we have 29 stores in 19 cities of Ukraine



Cash & Carry wholesale Exclusively for Professional Customers



- Up to 20,000 food and 30,000 nonfood products per store satisfying all core and complementary customer needs



- Efficient store and merchandising concept designed for professional needs
(warehouse style, one-stop-shopping, just-in-time purchase)



- The customer picks his merchandise, pays and transports the goods on his own
- New distribution channel: delivery piloted in 27 countries

Exclusive & Tailor-made Offer to Professional Customers

HoReCa



- Restaurants
- Fast Food
- Bars & cafes
- Accommodation
- Caterers
- Canteen

Trader



- Generalist food
- Specialist food
- Kiosks & petrol stations
- Wholesaler

Institutions



- Institutions
- Office-based services
- Industries
- Nonfood traders

Services



- Health care
- Physical services
- Wellness
- Craftsmen

Freshness & Quality in Food Departments

**Fruit and
Vegetables**



Fresh Fish



Meat



Dairy



Wine



- Leading international wholesaler in fresh fruit and vegetables
- One of Europe's biggest fish and meat wholesaler, with an impressive variety and highest quality standards

Customer requirements



- Quality
- Freshness
- Availability
- Calibrated products
- Products reliability
- Width and deep assortment
- Suitable packaging
- Proper storage condition
- Continuous quality
- Solution

Opportunities and needs in Production

Fruit and Vegetables



- Quality (productivity)
- Material quality (seeds)
- Assortment development
- Treatment (controlled)
- Production by certified process (EG: Global Gap)
- Support from external supporting company
- Packaging development
- Calibrated products
- Traceability development (EG: Own Brand)
- Bigger producer

Opportunities and needs in Logistics & Packaging

Fruit and Vegetables



- Pre-processing services: pre-cooling / pre-selection
- Packaging
- Labeling
- Logistic organization: suppliers to platform / stores
- Quality checking
- Temperature controlled

Strategy: Partnership with long term perspective

Contact

Didier Jonnier

Head Of Fresh & Ultra Fresh

METRO Cash & Carry Ukraine LTD
Grygorenko ave. 43
02140 Kyiv
Ukraine

Phone +380 44 492 10 33
didier.jonnier@metro.ua

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