

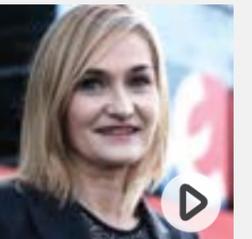
consumers



# Strengthening links with Client Partners

“At EROSKI we foster ever more personal relationships”

Eva Ugarte | DIRECTOR OF MARKETING  
memoria.eroski.es/en/consumers



At EROSKI, we place consumers at the heart of the organisation; we create an increasingly personal relationship with consumers to promote savings and healthy and sustainable consumer habits. EROSKI Club is a key piece in this strategy and now has over 6 million members. It operates as our loyalty scheme and we continue to make innovations. EROSKI Club is also the basis for creating a more multi-channel approach. Physical stores are destined to operate alongside the many options demanded by our customers today. We are therefore continuously improving our sales and online communication channels via the website and EROSKI app; among other options consumers can now check offers in their regular store, activate discount vouchers and create shopping lists.

In 2017 we have also developed new savings advantages for our Client Partners. We have launched two new cards that help them to make direct savings: MasterCard Eroski Club, now used by 200,000 people, and the GOLD card, a universal, fixed savings plan of 4% on all purchases made. In addition to these initiatives, during 2017 we helped our clients make 260 million euros of savings via customised offers, promotions and campaigns; prices were dropped on over 7,000 products and half of these were food items.

Our thorough dedication to health and sustainability can be seen in our Health and Sustainability Commitments, created with the involvement of 7,500 Client Partners who set the path we needed to follow.

Our relationship with our Client Partners has been and will continue to be one of the biggest areas for development so that this relationship can be enriched and strengthened. That is why we pay special attention to every point of contact with our Client Partners, from the “with you” service in our stores and customer service to the multiple channels and initiatives we have created to involve and listen to them.

**We promote savings, a healthy lifestyle and adapt to the needs of our clients.**

Our **most loyal clients** now represent **76%** of total purchases, one percent more than last year's figure

Savings made by families reached **260 million euros** through offers and customised promotions

We have launched two new cards that help to make direct savings: **MasterCard EROSKI Club** and the **GOLD card**

**Price reductions** on over 7,000 products, half of which were food items

**Removal of over 325 tonnes of sugar, salt and fat** from our own brand range

Over **14,596 opinions** from members were received on our own brand products for their improvement

Over **208,882 fans** on Facebook and more than **50,618 followers** on Twitter

**400,000 active discount vouchers** each month through the use of new apps



## We encourage savings

One of the driving forces at EROSKI as a cooperative company is ensuring that customers fill their shopping baskets under the best conditions in terms of price, quality and service. By focusing on competitiveness and savings, during 2017 EROSKI increased the ways families could make savings by launching several initiatives.

In addition to offers aimed at all its customers and those for its Client Partners, a particular highlight of 2017 was a general lowering of prices by EROSKI on over 7,000 products: 3,000 food items, 1,500 drinks and 2,700 personal hygiene/cosmetic/perfume products.

Thanks to these reductions and its sales proposals for 2017, the savings EROSKI helped families make rose to 260 millions euros.



## New cards: EROSKI Club MasterCard and GOLD card

The cooperative has introduced a new credit card in collaboration with Mastercard and Santander Consumer Finance. Cardholders save 1% on purchases made outside of EROSKI. This amount is invested into a linked EROSKI Club card as money available to the Client Partner for their shopping in any supermarket, hypermarket, petrol station, optician, travel agency or online store belonging to the cooperative. Furthermore, the card gives clients access to a daily sum of €300 in cash in any establishment in the chain, commission free. The card can also be used to make secure purchases online and includes accident insurance.

- Over 200,000 cardholders since its launch in May 2017.
- New programmes and savings campaigns at particular times of year: back to school, Christmas, holidays, etc.

EROSKI also launched the GOLD card, which offers a fixed discount of 4% on all purchases. This is a pioneering initiative in the Spanish distribution sector and EROSKI Club members can add it to their savings products. By paying a monthly fee of €4.99, consumers can have a fixed discount on all their purchases. A new tool to lower the shopping basket cost for all our members.



### Fixed discount programme for all purchases

EROSKI expands the advantages it offers its Client Partners with the launch of the new EROSKI Club GOLD CARD.  
<https://vimeo.com/255580687>

## New ranges

During 2017 we launched 381 new products spread across our own brands: Sannia, Basic, Seleqtia, Natur and belle. Innovation in all our product ranges and their constant improvement is one of EROSKI's great commitments to improving health and sustainability. 89 items were reformulated to give them an improved nutritional content. This is how EROSKI progresses to offer its customers a wide range of fresh local produce at the same time as it tries to create the best ecological and diet products that now take on a greater importance in our lines.

During 2017 1,768 local/regional items were also introduced; 792 in the Fresh Produce section and 976 in Food.

These new items included 14 cheeses, 5 vegetable preserves, 1 spice and 57 types of Denomination of Origin or Geographic Indication wines.

## Specialists in fresh produce

At EROSKI we specialise in fresh product and always search for the very best. Our EROSKI NATUR fresh produce brand frequently uses the most prestigious Denominations of Origin (D.O.P.) and Geographical Indications (I.G.P.). EROSKI guarantees the quality and food safety of all the products on sale in its stores. This has been one of the bases of the company since its beginnings as a consumer cooperative and a principle that today is more relevant than ever:

- Over 1,400 D.O.P. wines.
  - 125 D.O.P. cheeses.
  - Over 100 D.O.P. preserved vegetables, oils, pulses and rice.
  - 300 I.G.P. meats and over 100 fruits and vegetables.
- In 2017 we performed approximately 20,000 interventions to guarantee quality and food safety, including supplier audits, product analyses, and food technical file checks.

## Nuestras marcas, 40 años en familia



## Our brand celebrates its 40th anniversary

In 2017 our own brand celebrated its 40th anniversary. This was a particularly important celebration for EROSKI because it demonstrated the trust placed in us by our consumers, a driving force in our organisation. Since its launch, EROSKI own brand products have grown to become part of the family. That is why we have celebrated this event with our customers throughout the year and have continued working to offer them quality products that help them to save:

Since we launched our six first own brand products in 1977 we have hit several big milestones, such as including the four official Spanish languages on our packaging in 1978, the introduction of our first own brand Denomination of Origin product in 1990 and the creation of the EROSKI Natur brand in 1996.

Then we removed genetically modified (GM) products from our brand in 2004, included Traffic Light Nutrition Labels on packaging in 2007 and eliminated partially hydrogenated vegetable fat from all products in 2009. During this period we also launched more new brands: EROSKI Seleqtia (2007), belle (2009), EROSKI basic (2010) and EROSKI Sannia (2012).

More recently, in 2014, our commitment to listening to our customers led us to create personal hygiene products that are paraben-free, becoming the first Spanish distribution company to completely eliminate parabens from its products. In turn, in 2016 our gourmet brand, EROSKI SELEQTIA, began to collaborate with the Basque Culinary Center (BCC) to taste the flavour and quality of its recipes.

## EROSKI Club: A multichannel relationship with clients

EROSKI's relationship with its clients is a priority in its business model, and this relationship has developed into one of the key identifying differences of this model. EROSKI is committed to a business plan that revolves around the consumer and prioritises the shopping experience.

The use of new technology has raised the bar in terms of consumers' expectations, who want customised sales offers and customer service. In response, at EROSKI we are progressing with a multichannel approach that aims to provide services to clients where, when and how they want via different store formats and digital channels: social networks, the internet, the EROSKI app and online supermarket.

At EROSKI we have equipped ourselves with the technology and ability to attend to and provide a response to the growing use of online channels. We are ready to advance with our digital transformation and to respond to consumers by constructing innovative solutions that are adapted to their expectations. EROSKI Club is the basis for progressing with this multichannel approach, placing the client at the heart of its strategy.

This loyalty programme, free for members, was created three years ago to give our most loyal customers greater discounts, promotions and exclusive offers, plus access to the full advantages of the Travel Club programme. With just one card, clients can enjoy the benefits of shopping at any establishment in the chain: hypermarkets, supermarkets, online shops, travel agencies, opticians, etc., at the same time as they accumulate Travel Club points across the whole network of establishments in the programme.

But EROSKI Club goes beyond that, also representing a platform for directly communicating and interacting with Client Partners who form part of its daily management via various activities. The internet Club ended 2017 with 554,446 members in its digital account. Throughout the year, members have taken part in activities related to various launches, giving their opinions on own brand products and their points of sale.



There is also a parallel social advantages programme for Client Partners that includes involvement in competitions and prize draws, invitations to chats and workshops on responsible consumption, tastings and new product testing, information on better purchasing, special services and consumer involvement at EROSKI.

- During the year we gathered over 14,596 opinions from members about our own brand products. These opinions are carefully analysed to better improve their performance.
- We updated our brochures section so that users can have a better experience when browsing this area.
- We launched the new EROSKI Club GOLD Card.
- During 2017, in celebration of the 40th anniversary of our own brand, we highlighted the qualities of our own brand products.
- For the Christmas campaign, in collaboration with the Basque Culinary Center, we developed a range of Christmas menus with key products from our brands.

## EROSKI App, constant communication with Client Partners

The app is available for IOS and Android operating systems and has been operative for just over a year, already registering over 3.5 million interactions by users per month. It is a constant communication channel with Partner Clients and, among other functions, it can be used to check offers in your regular store, make shopping lists or find your closest EROSKI store. Furthermore, the update includes a digital version of the EROSKI Club card so that Client Partners can identify themselves in stores directly with their mobile phone and without needing to bring their card.

- Currently over 100,000 EROSKI Club members use the mobile phone app.
- Over 400,000 discount vouchers activated each month.
- Direct link to the EROSKI MasterCard website where, after identifying themselves as the cardholder, users can check and manage their payment card.



## Award for customer service. 'We continue to be the best'

For the sixth consecutive year, EROSKI has won an award for being a large distribution company with the best customer service and the company with the best customer service for members of its loyalty club. The award was given by consultants Sotto Tempo Advertising who measure customer satisfaction across various sectors. Consumers themselves participate in choosing the organisations with the best customer service. EROSKI customer service assisted 423,715 queries last year.



## Social network presence

We've listened and talked to our fans and followers, encouraging them to give positive opinions about our brand and products, also managing and responding to any incidents that have occurred during the year, thereby contributing to a good brand image:

- We have over 208,882 Facebook fans (4.7% more than at the end of 2016).
- 50,618 Twitter followers (15.4% more than at the end of 2016), this rate of growth has continued over the past three years.
- Since December, we have expanded our brand presence on the Instagram platform, closing 2017 with 1,792 followers and making a significant contribution to the visibility of our food content at Christmas.
- We are also present on professional platforms such as LinkedIn, publishing the most relevant EROSKI company news and content. In 2017 we registered 14,166 followers.
- Across all the platforms we generated over 1 million interactions between users and our brand content (likes, comments, shares) and over 66 million engagements.
- Email marketing channel: We sent 172 emails, representing 49 million impacts with 12.7 million opened and 1.9 million clicks.

