

valora



Valora – From a newspaper and magazine vendor to the most attractive and progressive convenience retailer

Lugano, February 6th 2025

René Trapp, Valora Group
Head of Retail Category Management

VALORA AS PART OF FEMSA



- Proximity & Health
- Coca-Cola FEMSA
- Digital@FEMSA

FEMSA



Proximity Americas **Proximity Europe** Fuel Health

Turnover 2023
in US\$ billion



41.5

Number of POS
Retail 2023



32 400

Active
Countries



18

STRENGTHENING JOINT GROWTH



valora

GROWTH

Expansion of the network and growth in food

EFFICIENCY

Improve profitability and processes

INNOVATION

New food and technology concepts

PERFORMANCE CULTURE

Entrepreneurship, customer orientation & attractive employer

SUSTAINABILITY

Caring for people and the environment

FEMSA

EXPANSION POTENTIAL

Further growth through expansion of operational capabilities

SCALING

Focus on large-scale business models

DIGITAL COMPETENCES

Building a customer-centric ecosystem

GOVERNANCE-STANDARDS

High professional standards in view of listing in USA & Mexico

EMPLOYEE DEVELOPMENT

Striving for economic and social value creation

FACTS AND FIGURES & ORGANISATION

* 2023

Turnover in
million CHF



2 800*

Number of
POS



2 800

Active
Countries



6

Employees
In the network



≈15 000

Production of baked goods
Units in million



1 000

EBIT 2023
In MCHF



70



FIGURES AND FACTS & ORGANISATION



Number of POS
Valora Retail 09/24



2 075

Active countries
Number



4

Number of POS
Valora Retail
Switzerland 09/24

1 154

k kiosk Switzerland
Number of POS 09/24

k kiosk

783

Avec Switzerland
Number of POS 09/24

avec

350

P&B Switzerland
Number of POS 09/24

Press **P&B** Books

21



CLEAR LEADERSHIP PRINCIPLES FOR A POSITIVE CORPORATE CULTURE

Our Mission

«Brightens up your journey»

Leadership principles

Walk
the talk



*Leader as a role
model*

Love to
take care



*Well-being of
employees and
customers*

Show the way
forward



*Clear vision and
goals*



STRATEGIC MAP

WHY



Our Mission
«Brightens up your journey»

WHAT

Our Goals

More and happier customers
Increased revenue
More points of sale (POS)

HOW

Cost Leadership



Empowering People



Customer Centricity



Sustainability



Innovation



Leadership principles

VALORA

FROM A NEWSPAPER AND MAGAZINE VENDOR TO THE MOST ATTRACTIVE AND PROGRESSIVE CONVENIENCE RETAILER

1960



TODAY



PRESS

TOBACCO

NON-FOOD

FOOD

FOOD

SERVICES

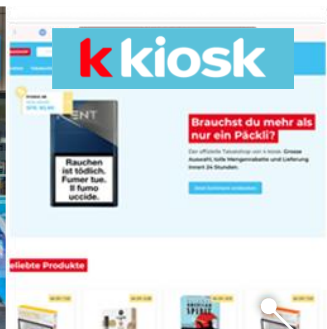
TOBACCO

NON-FOOD

PRESS

VALORA

CONSTANT INNOVATION



2018

2019

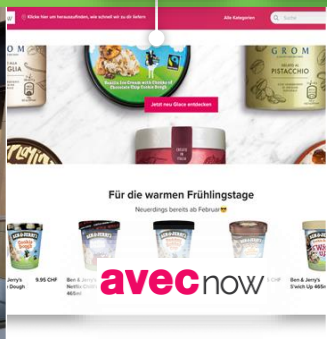
2020

2021

2022

2023

2024



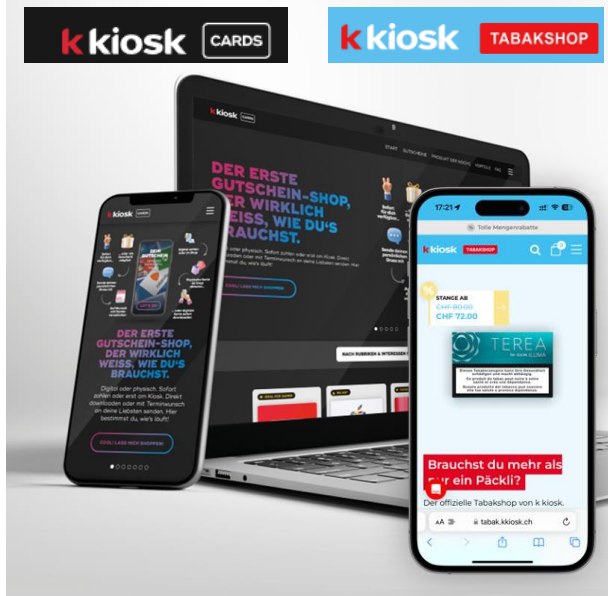
INNOVATIONEN

DIGITAL ADVANCES MAKES SHOPPING EVEN EASIER

SELF-ORDER TERMINAL



ONLINE-SHOPS



SELF-CHECK-OUT



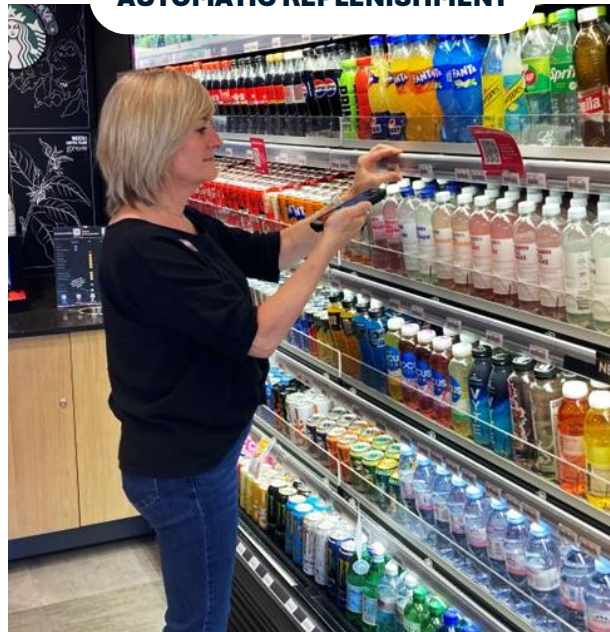
VALORA

THE PATH TO A DATADRIVEN COMPANY

PRICING



AUTOMATIC REPLENISHMENT

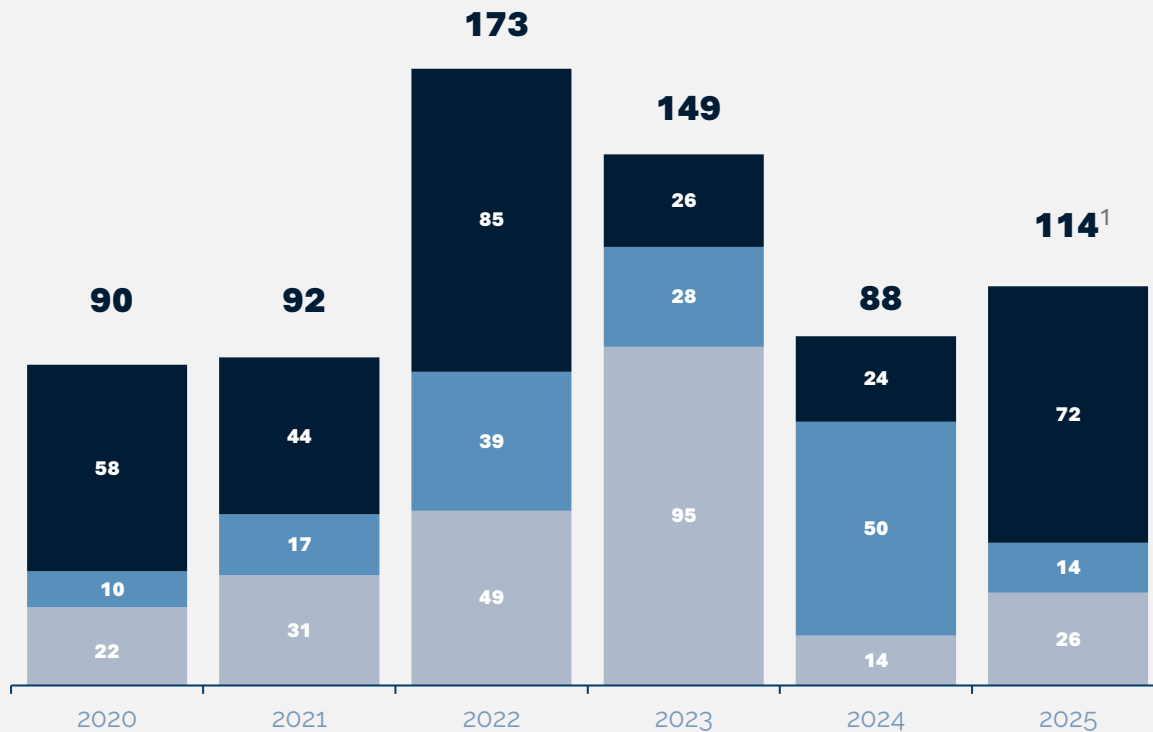


MACRO & MICRO SPACE



VALORA

RENOVATIONS & OPENINGS



SBB UMBAUTEN

GREENFIELDS²

UMBAUTEN

¹ current Planning Status / Assumptions according to Projection

² Including Oil Pool

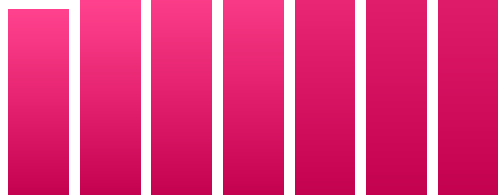
AVEC

STRONG POS GROWTH

Number of POS as of 31.07.2024

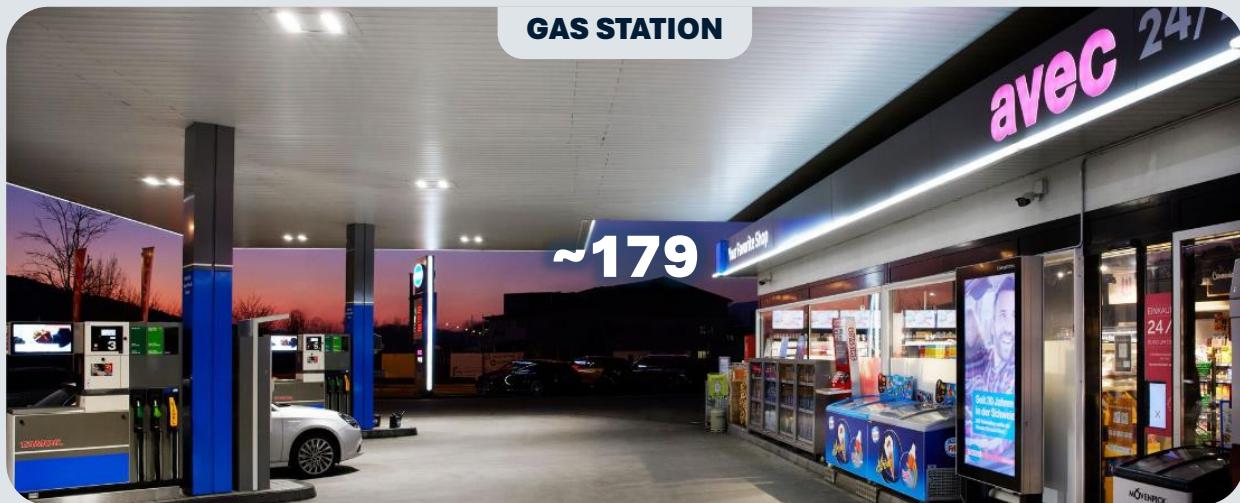
avec

141



2018 2019 2020 2021 2022 2023 2024

GAS STATION



TRAIN STATION



VALORA

AVEC 3.0 THE LATEST ONE OF ITS KIND



Already opened

- 01/2024: Seewen-Schwyz
- 05/2024: Zürich Freiestrasse
- 08/2024: Bad Bubendorf
- 11/2023: Siebnen-Wangen SBB
- 06/2024: Delémont
- 08/2024: BP Horgen
- 11/2024: Bülach Bahnhof
- 11/2024: Wildegg

Already planned

- Tamoil Plan-les-Quates
- Bahnhof Baden
- ENI Küssnacht am Rigi
- Bahnhof Herzogenbuchsee
- Vögtlin-Meyer Mooslerrau
- Jumbo Bussigny kiosk



HANDMADE WITH LOVE • HANDMADE WITH LOVE

HANDMADE WITH LOTS OF LOVE

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ESTABLISHED
2018

HANDMADE WITH LOVE • HANDMADE WITH LOVE

Landed in
the top 10

THE BEST
FOODVENIENCESTORE
IN THE WORLD

2024

THE KITCHEN FRESH FOOD FOR YOU

valora

Already 4
Opened



SYNERGIES

BREZELKÖNIG CLIP-INS

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Pure pretzel delight

Sale of fresh pretzel at the counter and on the shelf



Successful opening

Since June 28, 2024, at the highway gas station in Deitingen



Next ProjectS

- 2025: Tamoil Grauholz
- 2025: avec Weinfeldern
- 2025: avec Oberwinterthur
- 2025: avec MuttENZ
- 2025: avec Näfels

PARTNERSHIPS

**DELICIOUS
EXPERIMENTS**



Bonana

Week 8/2025 Introducing at 15 POS in the zurich region.

Exclusively at Avec, Made from Upcycling Bananas from our supply-chain.



American Sweets

Week 27/2024 Introducing at 90 POS in Switzerland.

Demand is continuously increasing.

REGIONALITY - OUR LABEL «VON HIER»



Trend
According to a study
by Bring Labs AG



#1

Local manufactures
Quantity



300

Regional products
Quantity



2 000



Bee Farms
Quantity



72

Butcheries
Quantity



49

Dairies
Quantity



35



ANNIVERSARY

WE ARE CELEBRATING 15 YEARS OK.-



Introduction in 2009

Our own brand ok.- was introduced in 2009 with the classic energy drink in the black can

25 million

Rapid rise in Popularity

The can became a cult drink and sold 25 million units just one year later.





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Your Speaker

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Brightens up
your journey