





## MERCATOR IS THE LEADING RETAILER IN THE REGION. IT IS ONE OF THE LARGEST CORPORATE GROUPS IN SLOVENIA



462 FMCG stores

- Markets: 395 (<700 m<sup>2</sup>)
- Super: 44 (701--1,500 m<sup>2</sup>)
- Hyper: 23 (1,501-6,600 m<sup>2</sup>)



Population: 2,1 mio

No. of households: 0,8 mio

### Legend:



Retail operations



Mercator real estate



Other operating activities



The **Mercator Group** is one of the **largest corporate groups in Slovenia**, and within the **Fortenova Group** it operates in the entire region of Southeast Europe.

Headquarters of **Poslovni sistem Mercator, d.d.** is in the **Republic of Slovenia**.

The primary and most important activity of the Mercator Group is the retail of fast-moving consumer goods, complemented by a range of supplementary services. We therefore wish to provide our customers with a comprehensive offer that meets their needs and wishes.

In Slovenia, Mercator has over 70 years of tradition.







## WE CONTINUE PIONEERING IN DEVELOPING INNOVATIVE STORE CONCEPTS



### BEST WORLD PRACTICES

Mercator Šiška and Kranj Primskovo, Mercator Ložionička and Borik, Maxi



### LOCAL CONCEPT

Idea Dorćol, Idea London  
Idea Beogradanka

### CONVENIENCE CONCEPT

Minute Gregorčičeva



### LIFESTYLE CONCEPT - GREEN

Idea Organic





## FLAGSHIP LARGEST MERCATOR HYPERMARKET STORE CONCEPT ŠIŠKA RENOVATED IN 2017



Focus on flavors from around the world, new fresh departments, upgraded offer and assortment



Self-service checkouts, mobile scanning



Complete choice, continuous discovering of new products and ranges, world class shopping experience for all shopping missions, shopping theatre





# HM ŠIŠKA AFTER RENOVATION

Deli



Fishmonger



Gastro, pizza, sandwiches



Bio



Winery



F&V



**World class shopping experience** in all departments

- **Open market feel entrance:** fruit & vegetables and florist

- **The biggest assortment:** over 35.000 SKUs, of which 5.000 novelties

- **Show cooking:** gastro, bakery, confectionery, butcher, fish tank with live fish and lobsters

- **Video wall** 10m2, extra-long cash counters, **M Scan** mobile, dedicated M Scan checkouts, self-checkouts

- The biggest **Local department**, medical supply shop in shop **Sanatura**





# HM ŠIŠKA AFTER RENOVATION



Bakery

Sushi

Meat - butcher

- **Bakery** with special types of bread made in store by hand

- **New sushi counter:** freshly prepared at the POS by a sushi chef

- **Butcher** with meat products made in store and meat aging zone

- **Cakes and coffee:** cakes prepared on site, including sitting area

- **Largest local** department with products made by local farmers



Local and bio

Cakes and coffee

M Scan







## FLAGSHIP UP-SCALE CONVENIENCE STORE CONCEPT „GOURMET“



Focus on broader offer in gastro, new departments, new services in delicatessen



Self-service, Cashless self-checkout



Immediate consumption and convenience for to-go and stock-up shopping







## MAXI GOURMET MARKET AFTER RENOVATION, ENCOMPASSING WORLD-CLASS TRENDS, OFFER AND EXPERIENCE



Deli



Bakery



Gastro, pizza, sandwiches



- Increased sales area by **20%**
- **Convenience food solutions** at the beginning of shopping route

- **Wines and spirits** from various countries and regions

- **Prosciutto counter & dry meat ageing** in store

- **Cashless checkouts** for quicker service

Bio



Winery



Self-service checkout







## MAXI GOURMET MARKET AFTER RENOVATION



Prosciutto corner

Sushi

Fishmonger

- **New:** **sushi** made fresh in store & **fishmonger** department

- **Butcher:** dry aged meat refrigerators in store

- **F&V** including exotic delicacies

- **Local section** with products from local farmers



Butcher



F&V



Local







## CARRIED OUT PROJECTS FOR BRINGING CUSTOMERS FLAVOURS FROM AROUND THE WORLD



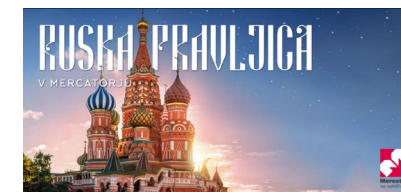
DAYS OF ITALY  
2021

DAYS OF RUSSIA  
2019

DAYS OF GREAT  
BRITAIN  
2018

DAYS OF  
ASIA  
2017

DAYS OF THE  
BALCAN REGION  
2017





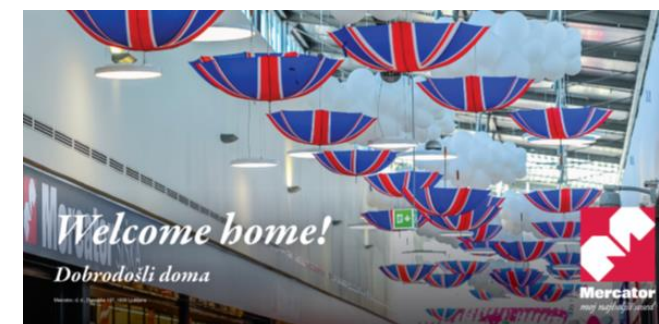
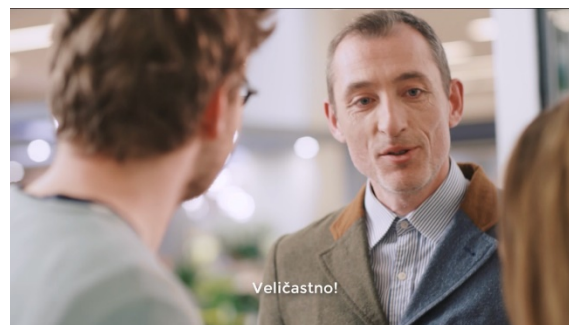


## REACH OF THE PROJECT: EXAMPLE OF BRITISH DAYS



- CATALOGUE WITH THE BRITISH PRODUCTS: 150.000 households
- RADIO SPOTS: reach of the 66.000 listeners
- TV SPOTS: reach of the 709.391 viewers
- PRINTED MEDIA: 142.000 readers
- DIGITAL REACH: 350.000 views

At the time of the project was taking place we had 210.000 shoppers and 450.000 visitors







## EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO (TASTE OF ITALY) IN HYPERMARKET ŠIŠKA







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