



# WORLD DAYS IN MERCATOR D.D.



5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. İD 209000682202218100135. Bu kod ile <http://dogrulama.tic.gov.tr> adresinden doğrulayabilirsiniz.



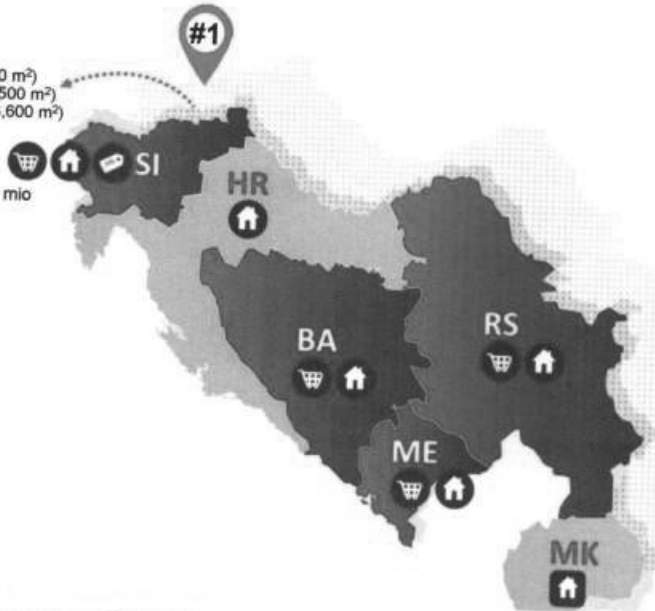


**MERCATOR IS THE LEADING RETAILER IN THE REGION. IT IS ONE OF THE LARGEST CORPORATE GROUPS IN SLOVENIA**

- 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.



5070 sayılı kanun gereğince güvencü elektronik imza ile imzalanmıştır. ID 2080008822022118103136. Bu kod ile <http://dogrulama.tic.org.tr> adresinden doğrulayabilirsiniz.





**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

1. 1. 2022  
 2. 1. 2022  
 3. 1. 2022  
 4. 1. 2022  
 5. 1. 2022  
 6. 1. 2022  
 7. 1. 2022  
 8. 1. 2022  
 9. 1. 2022  
 10. 1. 2022  
 11. 1. 2022  
 12. 1. 2022  
 13. 1. 2022  
 14. 1. 2022  
 15. 1. 2022  
 16. 1. 2022  
 17. 1. 2022  
 18. 1. 2022  
 19. 1. 2022  
 20. 1. 2022  
 21. 1. 2022  
 22. 1. 2022  
 23. 1. 2022  
 24. 1. 2022  
 25. 1. 2022  
 26. 1. 2022  
 27. 1. 2022  
 28. 1. 2022  
 29. 1. 2022  
 30. 1. 2022  
 31. 1. 2022  
 32. 1. 2022  
 33. 1. 2022  
 34. 1. 2022  
 35. 1. 2022  
 36. 1. 2022  
 37. 1. 2022  
 38. 1. 2022  
 39. 1. 2022  
 40. 1. 2022  
 41. 1. 2022  
 42. 1. 2022  
 43. 1. 2022  
 44. 1. 2022  
 45. 1. 2022  
 46. 1. 2022  
 47. 1. 2022  
 48. 1. 2022  
 49. 1. 2022  
 50. 1. 2022  
 51. 1. 2022  
 52. 1. 2022  
 53. 1. 2022  
 54. 1. 2022  
 55. 1. 2022  
 56. 1. 2022  
 57. 1. 2022  
 58. 1. 2022  
 59. 1. 2022  
 60. 1. 2022  
 61. 1. 2022  
 62. 1. 2022  
 63. 1. 2022  
 64. 1. 2022  
 65. 1. 2022  
 66. 1. 2022  
 67. 1. 2022  
 68. 1. 2022  
 69. 1. 2022  
 70. 1. 2022  
 71. 1. 2022  
 72. 1. 2022  
 73. 1. 2022  
 74. 1. 2022  
 75. 1. 2022  
 76. 1. 2022  
 77. 1. 2022  
 78. 1. 2022  
 79. 1. 2022  
 80. 1. 2022  
 81. 1. 2022  
 82. 1. 2022  
 83. 1. 2022  
 84. 1. 2022  
 85. 1. 2022  
 86. 1. 2022  
 87. 1. 2022  
 88. 1. 2022  
 89. 1. 2022  
 90. 1. 2022  
 91. 1. 2022  
 92. 1. 2022  
 93. 1. 2022  
 94. 1. 2022  
 95. 1. 2022  
 96. 1. 2022  
 97. 1. 2022  
 98. 1. 2022  
 99. 1. 2022  
 100. 1. 2022



## 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

5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID:2090008622022119103135. Bu kod ile <http://degrulama.tic.gov.tr/> adresinden doğrulayabilirsiniz.



Handwritten text, possibly a title or header, located in the upper middle section of the page.

Main body of handwritten text, consisting of several lines of cursive script.

Handwritten text on the right side of the page, possibly a signature or a note.





# HM ŠIŠKA AFTER RENOVATION

- 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

Deli



Fishmonger



Gastro, pizza, sandwiches



Bio



Winery



F&V







# HM ŠIŠKA AFTER RENOVATION

Bakery



Sushi



Meat - butcher



Local and bio



Cakes and coffee



M Scan



- 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

1. *[Faint, illegible text]*  
 2. *[Faint, illegible text]*  
 3. *[Faint, illegible text]*  
 4. *[Faint, illegible text]*  
 5. *[Faint, illegible text]*  
 6. *[Faint, illegible text]*  
 7. *[Faint, illegible text]*  
 8. *[Faint, illegible text]*  
 9. *[Faint, illegible text]*  
 10. *[Faint, illegible text]*



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



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



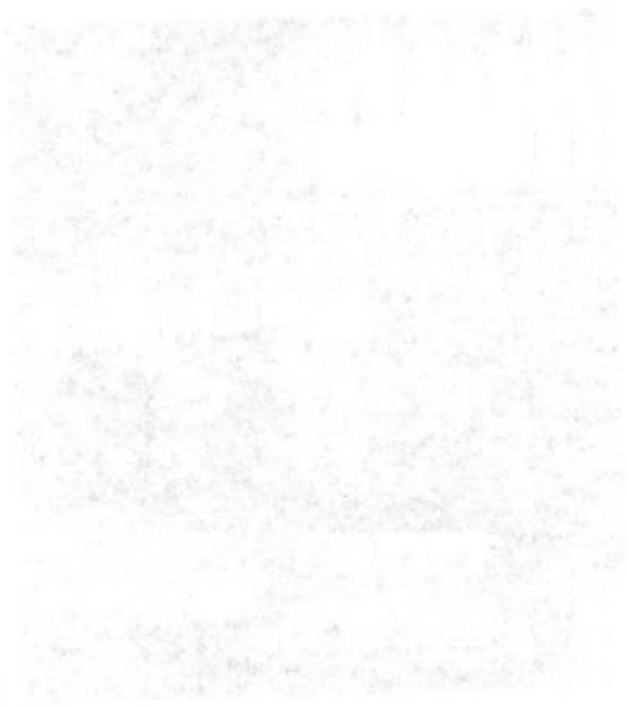
Self-service, Cashless self-checkout



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



5070 sayılı kanun gereğince güvenli elektronik imza ile imzalanmıştır. ID: 20190006802022519103135. Bu kod ile <http://tlogrutama.ttm.org.tr/> adresinden doğrulayabilirsiniz.



Faint, illegible text in the center-right area of the page, possibly bleed-through from the reverse side.



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

**maxi**  
GOURMET MARKET

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



### MAXI GOURMET MARKET AFTER RENOVATION



Prosciutto corner



Sushi



Fishmonger



Butcher



F&V



Local



- 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



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



3070 sayfi kanun g... kod ile http://abogrujama.fm.org.tr/ adresinden dogruleyabilirsiniz

1. 2022  
 2. 2022  
 3. 2022  
 4. 2022  
 5. 2022  
 6. 2022  
 7. 2022  
 8. 2022  
 9. 2022  
 10. 2022  
 11. 2022  
 12. 2022



### 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

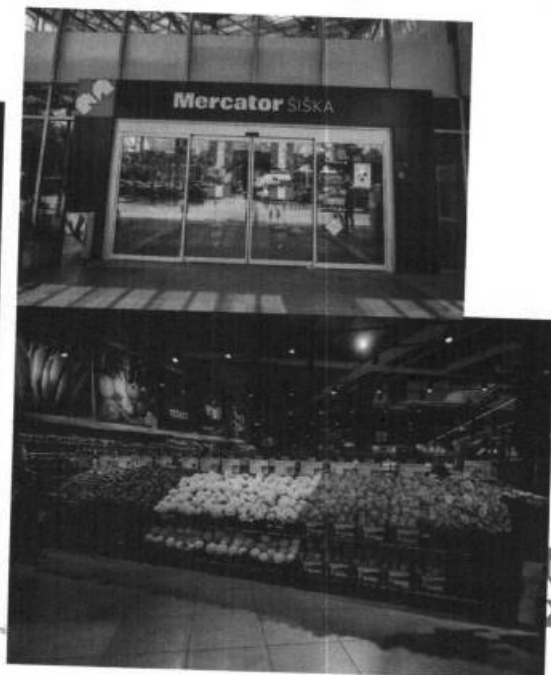
At the time of the project was taking place we had 210.000 shoppers and 450.000 visitors

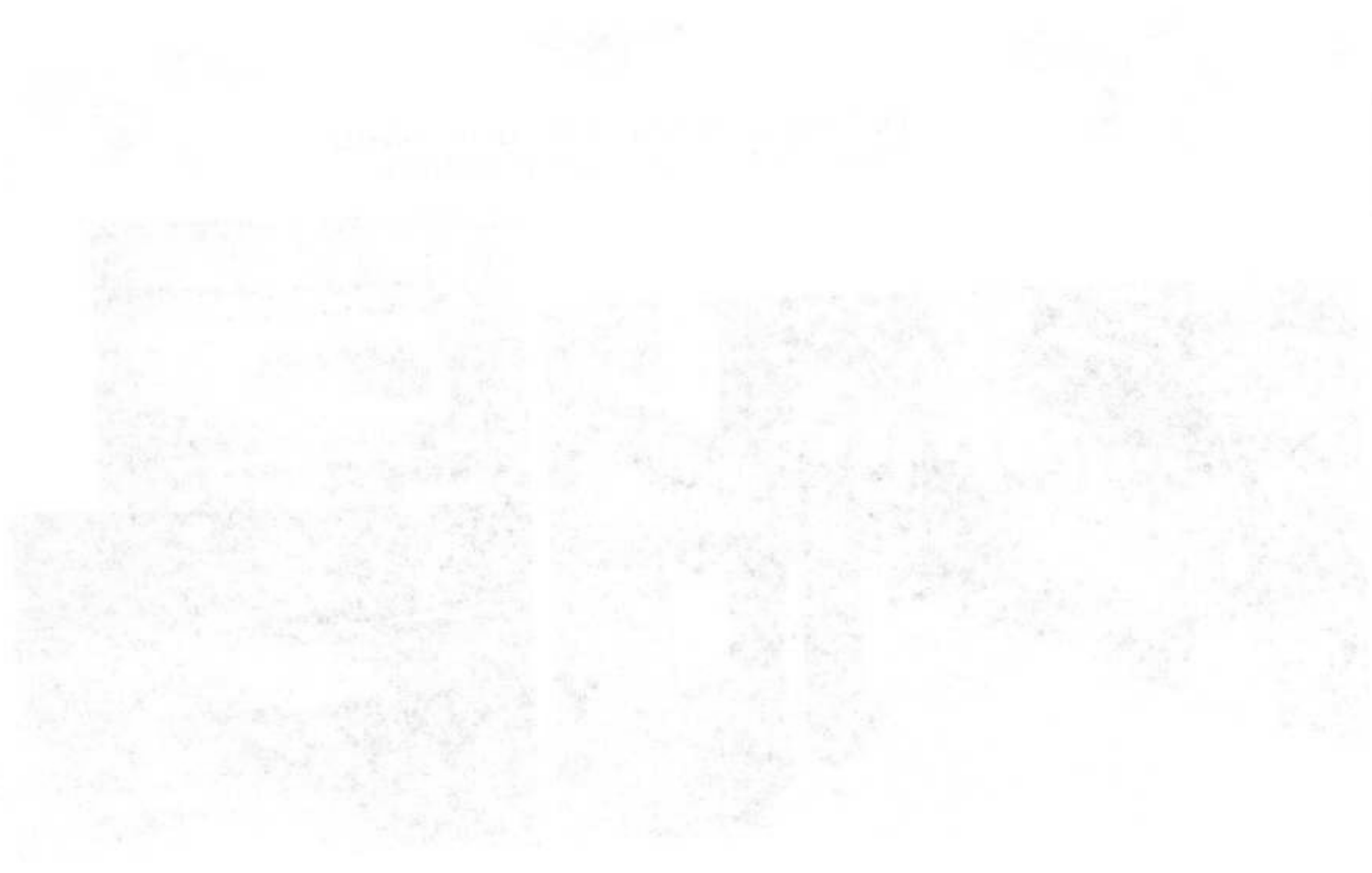






**EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO  
(TASTE OF ITALY) IN HYPERMARKET ŠIŠKA**



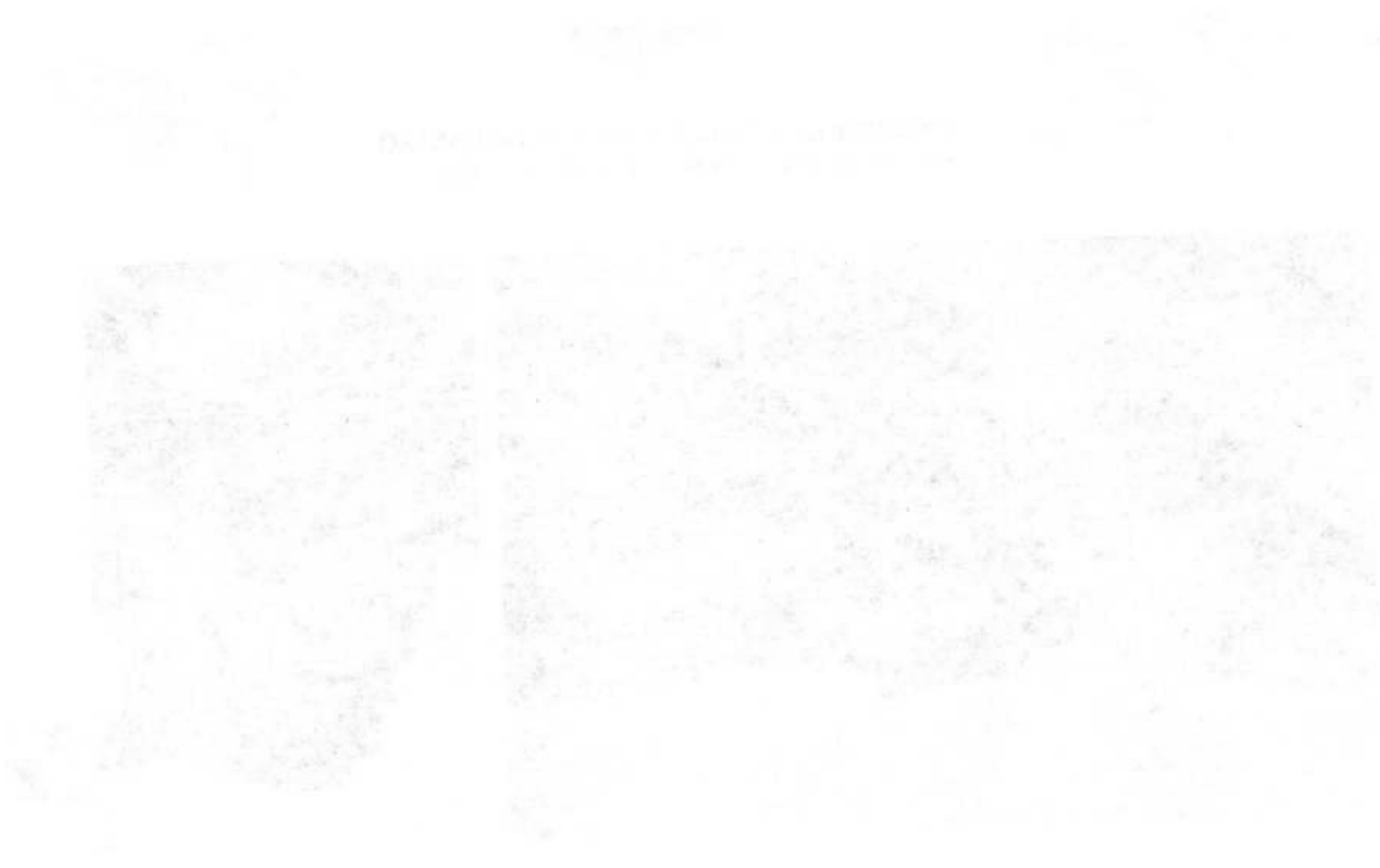






**EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO  
(TASTE OF ITALY) IN HYPERMARKET ŠIŠKA**







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

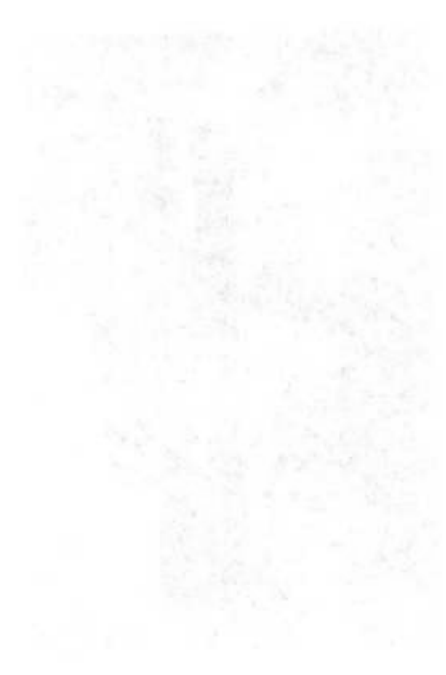
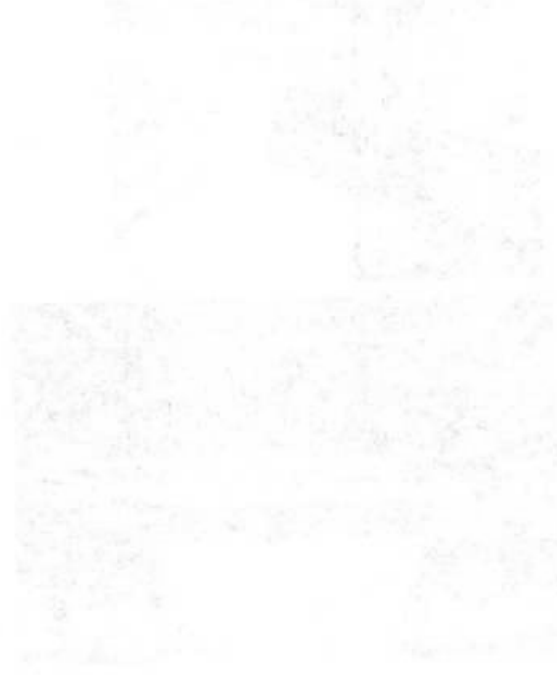
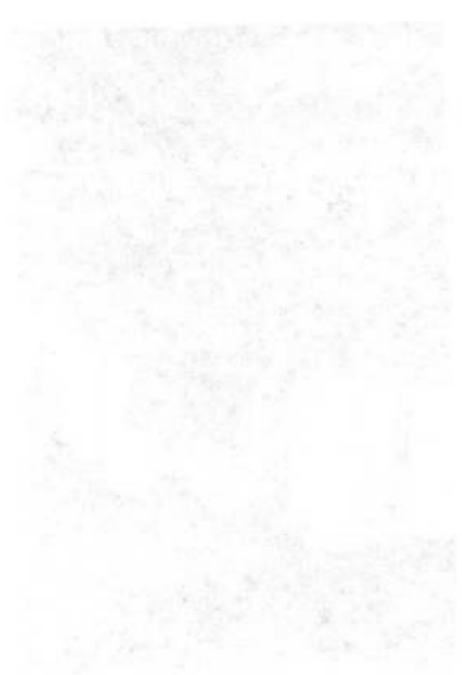






**EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO  
(TASTE OF ITALY) IN HYPERMARKET ŠIŠKA**







**WORLD DAYS IN MERCATOR D.D.**

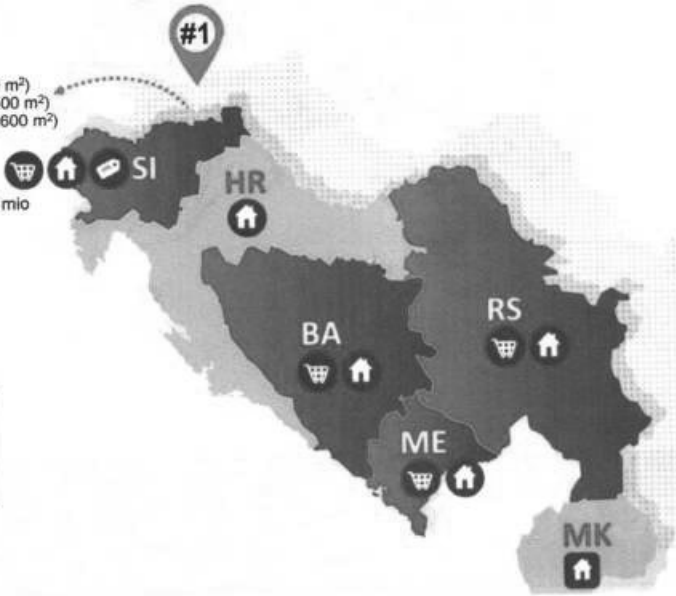




**MERCATOR IS THE LEADING RETAILER IN THE REGION. IT IS ONE OF THE LARGEST CORPORATE GROUPS IN SLOVENIA**

- 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 Prmskovo,  
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

- 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

Deli



Fishmonger



Gastro, pizza, sandwiches



Bio



Winery



F&V



## HM ŠIŠKA AFTER RENOVATION

Bakery



Sushi



Meat - butcher



Local and bio



Cakes and coffee



M Scan



- 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



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



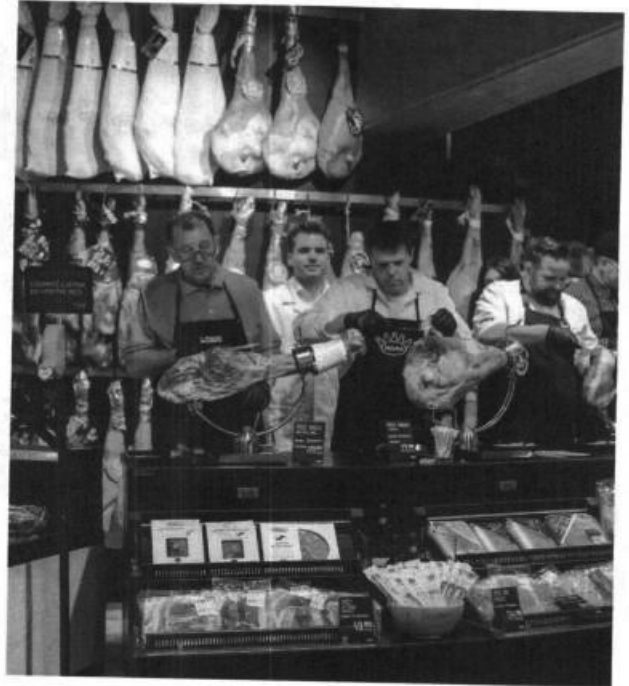
Focus on broader offer in gastro, new departments, new services in delicatessen



Self-service, Cashless self-checkout



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





**maxi**  
GOURMET MARKET



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

Deli



Bakery



Gastro, pizza, sandwiches



Bio



Winery



Self-service checkout



- 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



# MAXI GOURMET MARKET AFTER RENOVATION

**maxi**  
GOURMET MARKET

Prosciutto corner



Sushi



Fishmonger



Butcher



F&V



Local



- 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

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**





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





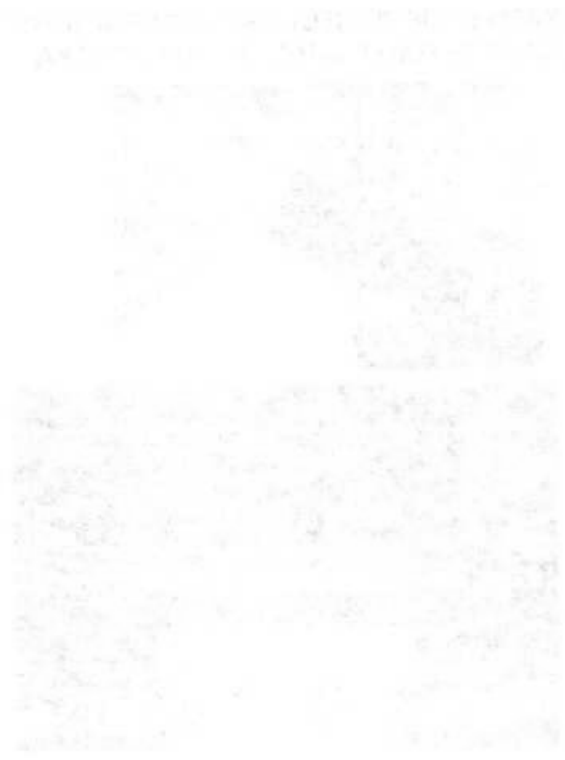
**EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO  
(TASTE OF ITALY) IN HYPERMARKET ŠIŠKA**





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





Dear Sir or Madam,

Mercator wants to offer its customers more than just ordinary shopping; we want them to have a pleasant experience, explore new products and discover specialties. And it is cuisine that makes us get to know the people, the culture, the history and the way of life of other countries in the most authentic way. This represents true wealth.

As the largest retailer in Slovenia with almost 500 stores, we would like to give you the opportunity to promote the tastes and specialties of your country in 2022. In recent years, Mercator has very successfully introduced to its customers the specialties of Indian, Irish, Southeastern Europe, British, Russian and Italian cuisine. Besides the sale and promotion of food that best represents a certain country, Mercator has also organised tastings and events, and printed special flyers. This way, our customers got to know many products and producers from other countries they would not have normally got to know, and the best-selling products even got a permanent spot on the shelves of our stores. This also opens up new possibilities for products from smaller and lesser known companies representing the food-processing industry of other countries and at the same time makes our selection more varied and interesting, and our customers even happier.

Of course, investment in this kind of promotion, as well as the scope of engagement by the participating parties and the size of the project can vary. Each cooperation of this kind, however, is entered into by Mercator with the utmost level of professionalism, because we are determined to provide both our partners and customers with excellence.

If you are interested in this kind of cooperation for the promotion of suppliers from your country, we are always available for a meeting to introduce the possibilities Mercator offers in this area.

We have created the table below and we would like to ask you to fill it in, so we can incorporate the project in the calendar year 2022.

PROPOSED DATE OF COOPERATION	PROJECT SCOPE (NUMBER OF UNITS)	YOUR ACTIVITIES, AS FORESEEN ON THE PROPOSED DATE OF COOPERATION WITH US
<i>Your proposition</i>	<i>Your proposition</i>	<i>Your proposition</i>

Please let us know about your decision by 31 January 2022.

Kind regards,



Iztok Verdnik,  
Senior Vice President, Corporate Communications, Mercator

