



THE SUSTAINABLE JOURNEY OF RETAILER BRANDS

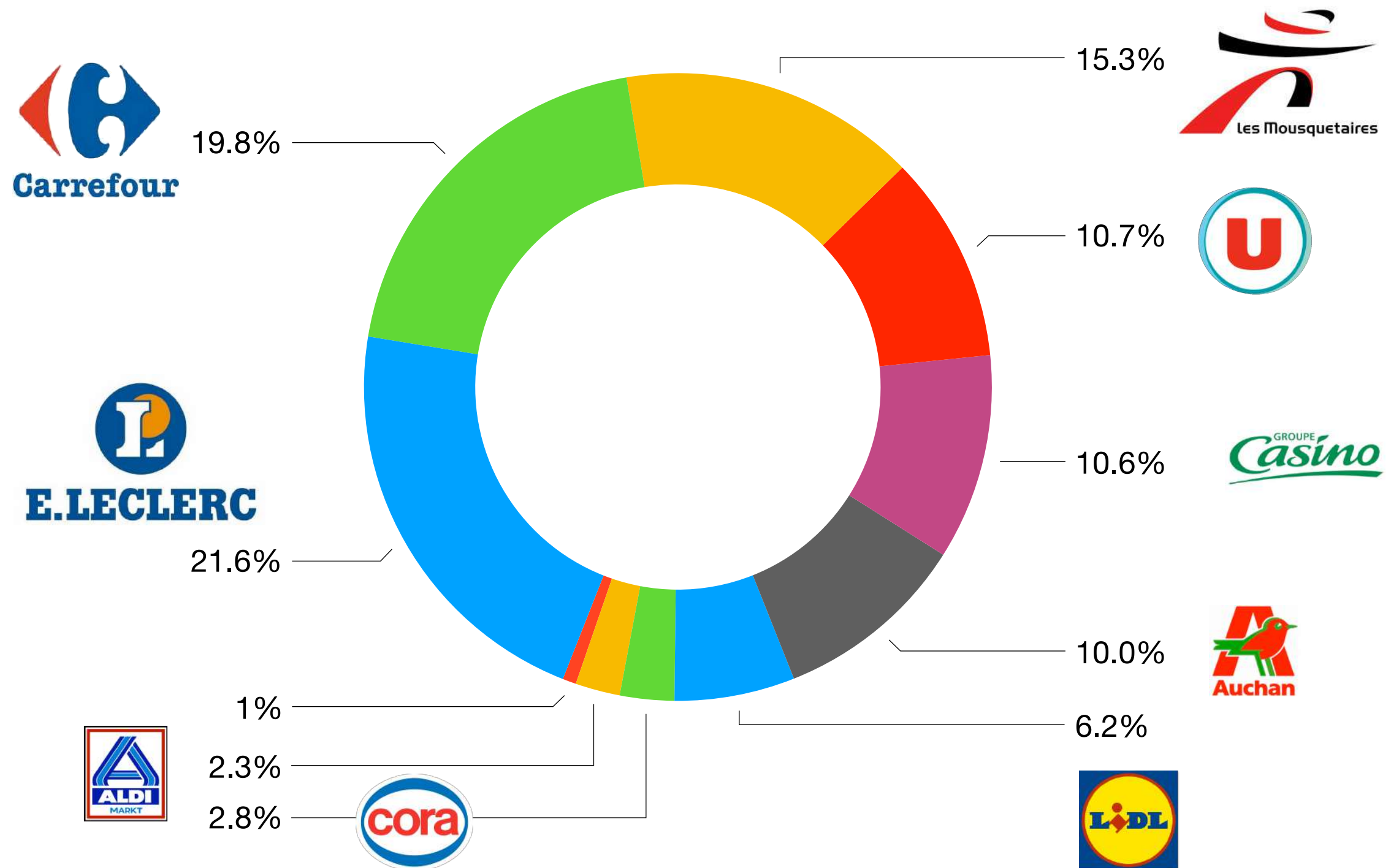
THE DUTCH CASE

THE UNITED STATES CASE

THE FRENCH CASE

REMY MEDINA

Retailer market shares - 2019



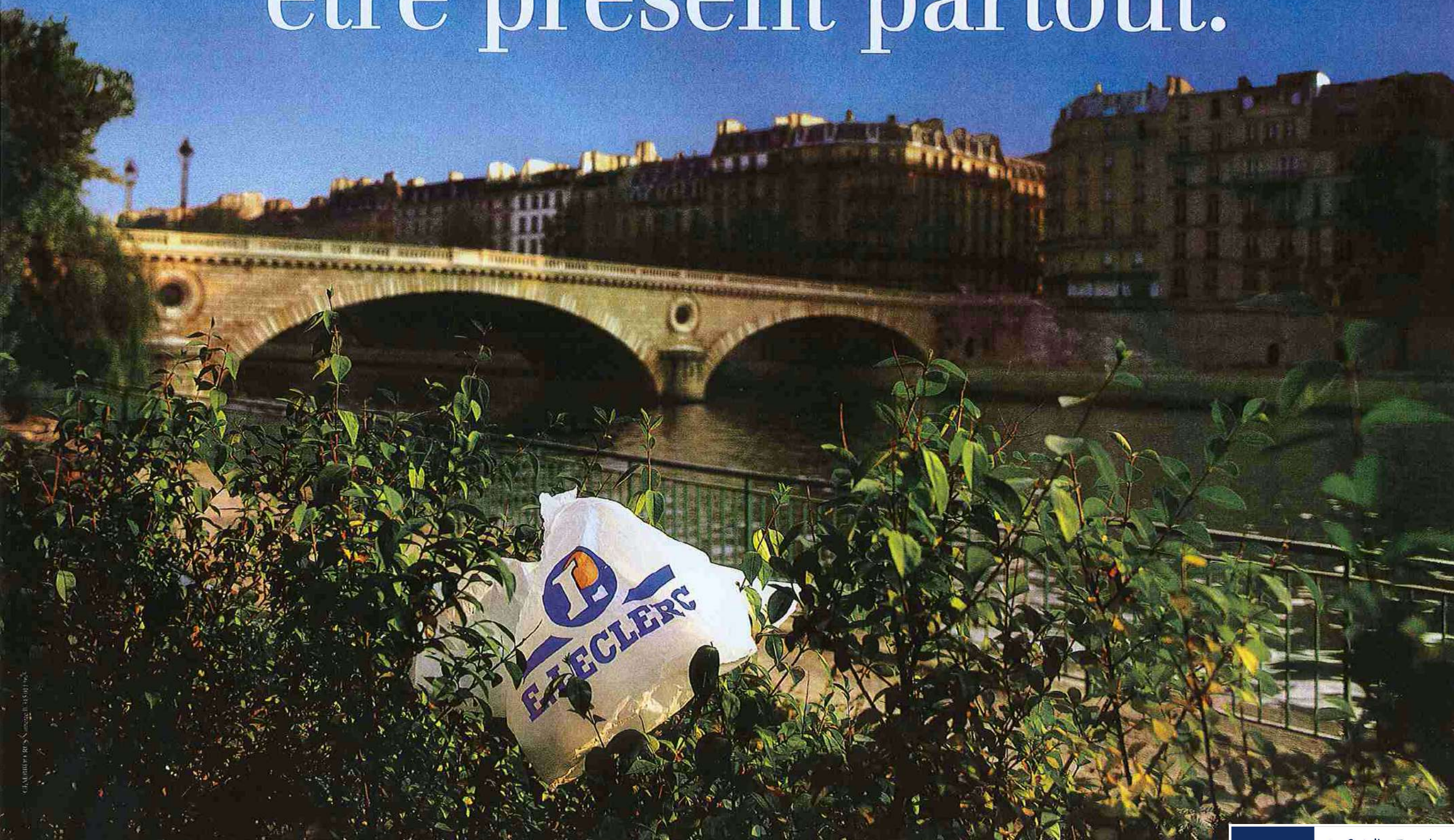
Source: Kantar World Panel 12 weeks ending 17/12/19

A good year for the retailer brands in France

- ▶ After 6 years decline +2% growth (value)
- ▶ 32.7% Market Share
- ▶ 31.3 B€ in 2019
- ▶ Impact of the LEGALIM legislation:
 - ▶ higher threshold for loss
 - ▶ limitation on discount
- ▶ The winners : Discounters and non integrated stores (Systeme U, Intermarché and Leclerc)



Non, E. Leclerc ne veut pas être présent partout.



Avec votre aide, mettons fin à la pollution par les sacs en plastique.

IPLC

The Retailer Brand
Specialists

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1996

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Key figures of the Scamark (buying office of retailer brand)

+ 6,6 Bn €
Store turnover

CITOYENNETÉ PRATICITÉ Pionnier
Utilité MIEUX VIVRE PRIX
Culture Combat Environnement
RESPECT
Responsabilité
Solidarité SANTÉ
ACCESSIBILITÉ

45,4% PL
volume out of
Leclerc total



47 articles

L'origine du goût



750
yearly product
innovation



500 articles



5 600
articles



650 articles



514 articles



230
employees



800
suppliers



E.Leclerc launches into the battle against non-recyclable plastics



[reduisonsleplastique.leclerc](https://www.leclerc.fr/reduisonsleplastique)

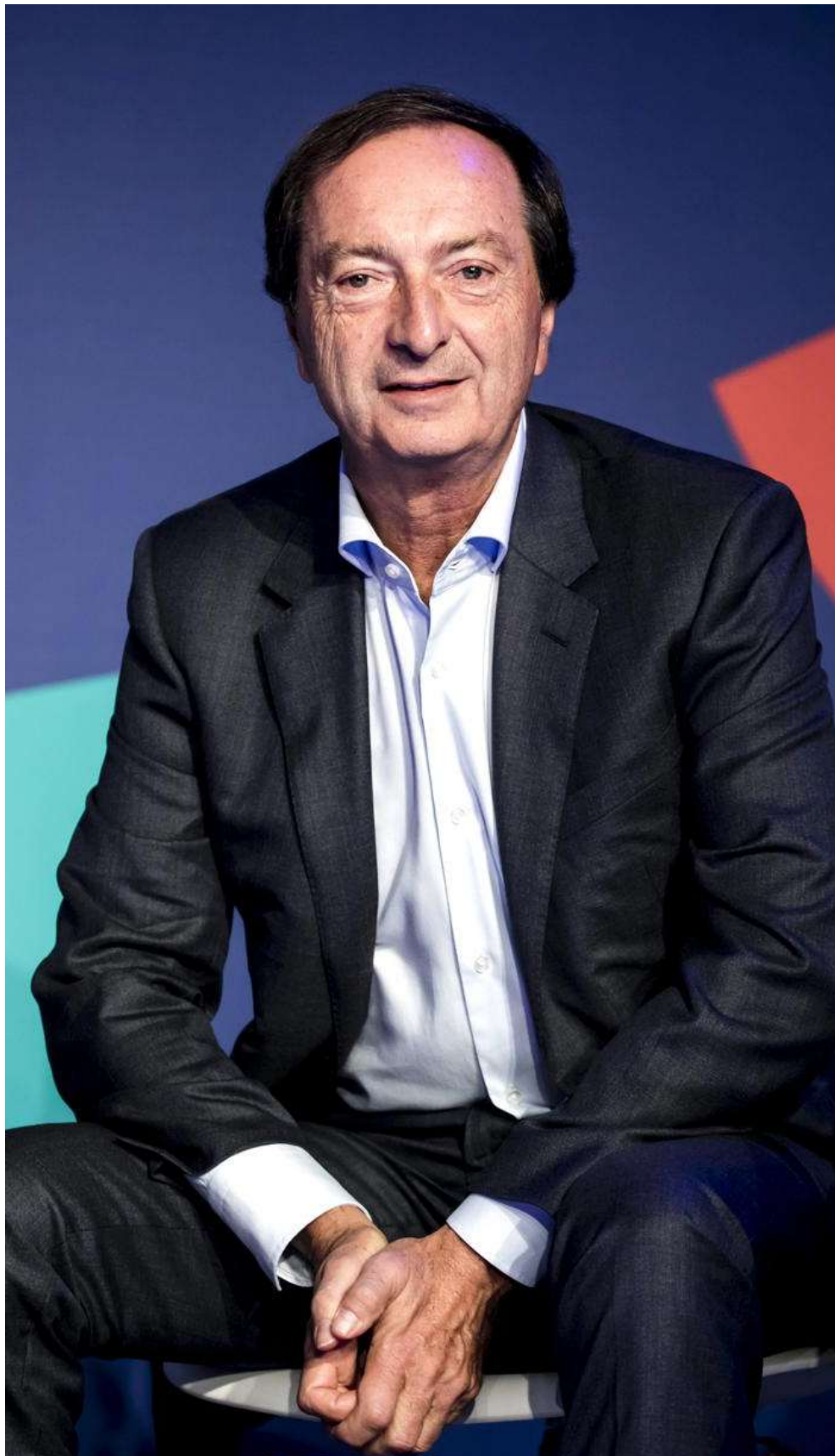
Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr

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“ We have proven for several decades our know-how in the field of sustainability long before public policies were concerned with it. ”

Michel Edouard Leclerc, CEO

The 3 pillars of the plastic commitments

- ▶ Remove:
 - ▶ review of the 6000 packaging
 - ▶ only if it doesn't support a critical function
- ▶ Replace:
 - ▶ if plastic can't be removed alternative material used
- ▶ Reduce and recycle:
 - ▶ recyclable type of plastic
 - ▶ reducing the weight
 - ▶ integrate recycled plastic



The retailer brand supports 15 actions

1 <u>Contribute to a balanced nutrition</u> 	2 <u>Reduce food additives</u> 	3 <u>Remove controversial substances</u> 
4 <u>Remove mineral inks</u> 	5 <u>Reduce pesticide usage</u> 	6 <u>Promote agricultural best practices</u> 
7 <u>Promote organic products</u> 	8 <u>Develop ecolabellised products</u> 	9 <u>Use exclusively sustainability certified palm oil</u> 
10 <u>Use exclusively sustainability certified paper pulp</u> 	11 <u>Support sustainable fishing</u> 	12 <u>Reduce packaging</u> 
13 <u>Ensure good working conditions</u> 	14 <u>Ensure animal welfare</u> 	15 <u>Fight food waste</u> 

An extra step towards transparency



Origine des ingrédients			Recette préparée en :
✓	Carottes	France	
✓	Potiron	France	France
✓	Pommes de terre	France	
✓	Crème fraîche	France	

Local initiatives are also done by stores

- ▶ Beyond the actions on their brands, stores are also involved in plastic police
- ▶ Since 2019, 32 stores are collecting transparent PET bottles against
 - ▶ a voucher of 1 cents (small bottles) and 2 cents (big)
 - ▶ a donation to charities (Alzheimer or Cancer)
- ▶ Plastic is recycled for the own brands products
- ▶ By end of 2019, 35 extra stores will have the system in place





THANKS

IPLC