press

valora

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Media release

Digital Day: selfieccino, Valora's personalised coffee-to-go

Valora is an official partner of the second Swiss Digital Day on 25 October 2018. Visitors can have their selfie printed in the foam of their cappuccino at Valora's stand at Zurich main station. The voucher for this is available in the k kiosk app. With the selfieccino, Valora is demonstrating once again how innovative digital solutions can be used to create new customer experiences.

Two big trends are currently dominating the retail trade. Firstly, the growing mobility of the population is giving rise to a need for food-to-go, so that people can eat while out and about, and secondly, customers' demands for a personalised shopping experience are spilling over into the offline world.

On the second Swiss Digital Day on 25 October 2018, the foodvenience provider Valora will playfully engage with these trends. The selfieccino is a cappuccino with a selfie printed in the foam using flavourless food colouring. Visitors are invited to take a photo of the finished artwork and to share the photo on social media – with the tag #CaffeSpettacolo #SwissDigitalDay. Visitors can get Caffè Spettacolo's coffee-to-go for free by downloading a voucher in the k kiosk app, which can also be given to someone else as a gift.

Improved customer experience and customer loyalty
Valora is one of the retailers who have recognised the opportunities afforded by digitalisation for improving customers' experience and loyalty. The result is innovative solutions such as the k kiosk app, which serves customers as a digital loyalty card and gives them access to discounts and vouchers. They can use these themselves, or give them to friends. Another example is the ok.– button, which allows customers to order energy drinks and iced tea for delivery at home or the office at the press of a button.

Thanks to digitalisation, Valora can now also offer completely new payment methods: with bob pay, customers can buy products online and pay for them at a sales outlet of k kiosk or Press & Books. And what's more, digitalisation enables new pick-up/drop-off services by Valora's dense network of sales outlets, such as Swisscom easy point. Ready-to-use hardware or SIM cards ordered online can be picked up from these shops, even on the weekend.

You can find out more about the Digital Day 2018 at www.digitaltag.swiss.

This media release is available online at www.valora.com/newsroom.

If you have any questions, please do not hesitate to contact:

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About Valora
Each and every day, around 15,000 employees in the Valora network work to put a smile on the faces of their customers with a comprehensive convenience and food offering – nearby, quick, convenient and fresh. The around 2,800 small-scale points of sale of Valora are located at highly frequented sites in Switzerland, Germany, Austria, Luxembourg, the Netherlands and France. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. Valora generates annual external sales of over CHF 2.6 billion. The Group's registered office is in Muttenz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.