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Media release

Entry, purchase and payment by app: Valora launches avec box, Switzerland's most modern convenience store

Valora plans to open its first cash register-free store in spring 2019 at Wetzikon station. Technology is the key: entry, purchase and payment are via a customised app. The SBB submitted the planning application for the new Valora avec box format to the city of Wetzikon.

avec box in Wetzikon will remain open for as long as it is authorised under the law or by the lessor (the SBB in this instance) – ideally 24/7. It has a sales area of about 53 square metres. It will offer a convenience range with a lot of food and fresh products – similar to the new-look avec stores launched since mid-July 2018 in Bern, Landquart, Zurich, Wettingen, Saanen-Gstaad, and Interlaken.

The avec box in Wetzikon differs in the sense that it is technology-based: access to the store will be exclusively via the app. Payment is also via the app. The staff will be there during rush hour in the morning and evening to support customers with their shopping, stack the shelves and keep the premises in order.

“With avec box, Valora is responding to public demand for flexible shopping”, says Roger Vogt, CEO of Retail Switzerland at Valora. “Convenience at avec box is not restricted to the product range, but also extends to a practical and fast shopping experience.”

The planning application was submitted to the city of Wetzikon. The aim is for the Wetzikon station avec box to open its doors in spring 2019. As this is an entirely new retail concept in Switzerland, initial experiences will have to be gathered. Although a rollout in other parts of the country is envisaged, it is still too early to make specific statements in this regard.

Future Store for April 2019

Valora plans to open the Future Store, as previously announced, in Zurich main station in April 2019. It will be called avec X and will serve mainly as an experimental venue for Valora to test its new digital applications for shopping, including payment and personalised shopping. The rollout of avec X is not envisaged for other regions.

Valora will release specific details on the design of avec box and avec X in due course.

Further information and registration at box.avec.ch.

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 brighten up their customers' journey 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, 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.

About avec

avec is Valora's convenience concept in Switzerland and Germany. Some 140 small-scale sales outlets expand the selection at highly frequented locations such as train stations and petrol stations. In addition to a varied range of products prepared freshly every day, including sandwiches and baked goods, fruit cups, salads and coffee creations, the stores also carry non-perishable foodstuffs, household and kiosk goods, lottery tickets and various other services. avec's wide range of fresh products for immediate consumption is on offer from early until late, 365 days a year.