

Muttenz, 29.01.2014

Press release – Pressemitteilung – Communiqué de presse

deals@k kiosk: Valora is launching a coupon booklet in millions of copies

Valora Retail Germany is now offering its customers even more advantages: In March 2014 the biggest German micro-retailer is publishing a new multi-channel coupon booklet with "deals@k kiosk". The booklets are available nationwide at P&B and k presse + buch bookshops at railway stations and airports as well as in selected k kiosk locations for free.

The concept originates from Switzerland, where Valora has already experienced success with the coupon booklet available in pocket format since 2012. The production for the introduction on the German market is at 1.2 million copies - for this reason "deals@ k kiosk" belongs to the coupon booklets with the biggest distribution nationwide. The model is designed as a series and with the start in March, it will appear several times a year.

New coupon booklet in a multi-channel format

The printed booklets will be circulated to customers for free in the P&B and k presse + buch outlets as well as selected k kiosk outlets. Furthermore, the coupons are available in a digital format in a free app for iPhone and Android. Even the encashment follows the multi-channel principle: Users can seize the discounts both bricks-and-mortar or online, depending on the offer. The possible reductions range from classic discounts to vouchers and up to bundling coupons.

With the introduction of "deals@k kiosk" in Germany, Valora Retail is following a trend where, in the mean time, the coupons have developed into a popular shopping accessory among the Germans. Even the mobile version is gaining more importance. "German consumers are very open towards the coupon system. It is not surprising that the successful concept established in Switzerland, should also be set up here. We are offering our customers a very practical added value", said Lars Bauer, managing director of Valora Retail Germany.

Additional information can be found at:
www.valora.com/newsroom

About Valora

Valora is a small-scale retail company with diverse, modular and flexible retail formats which can be implemented in high-frequency locations. The offer represents impulse purchases as well as convenience. The company appears in different European markets as press wholesalers and distributor of consumer goods. The corporation has a solid financial base, owns a broadly supported investor basis and is in active dialogue with all other stakeholders.

Should you have any queries or require additional information, please contact our media relations office:

Stefania Misteli
+41 61 467 36 31
stefania.misteli@valora.com
www.twitter.com/ValoraGroup

Dominic Stöcklin
+41 61 467 24 53
dominic.stoecklin@valora.com
www.twitter.com/ValoraGroup