

Albertslund, March 2017

Change in organization - Coop Danmark

In order to strengthen the entire supply chain and especially the future development of our assortment in Coop, we have decided to make a change in our organization, which will affect the daily contact between Coop and our suppliers and collaborators.

The change in highlights:

- The 3 Category Organizations; Food, Fresh Fruit/Vegetables & Flowers and Nonfood/Nearfood will be gathered into 2 Category Organizations; Food and Non- & Nearfood

The Food organization led by Food Director Michael Christensen and Non- & Nearfood organization led by Non-og Nearfood Director Jan Adolfsen. Fresh Fruit, Vegetables & Flowers will still be led by Category Director Peter Løth with reference to Food Director Michael Christensen
- Irma's Food Department will be integrated in Coop's category organization. To ensure Irma's characteristics regarding the goods and the handling of our minor suppliers, we have made a special set up within Coop Food. Please see attached organizational chart
- Coop's Quality Departments within Food and Nonfood will be united in one common department with the responsibility for Coop's quality work regarding all goods for resale. In future the Quality Department will be led by Quality Manager Malene Teller Blume
- We have established a common private label and marketing unit. This team will be led by Brandmarketing Manager Jesper Frederiksen with reference to Non- & Nearfood Director Jan Adolfsen

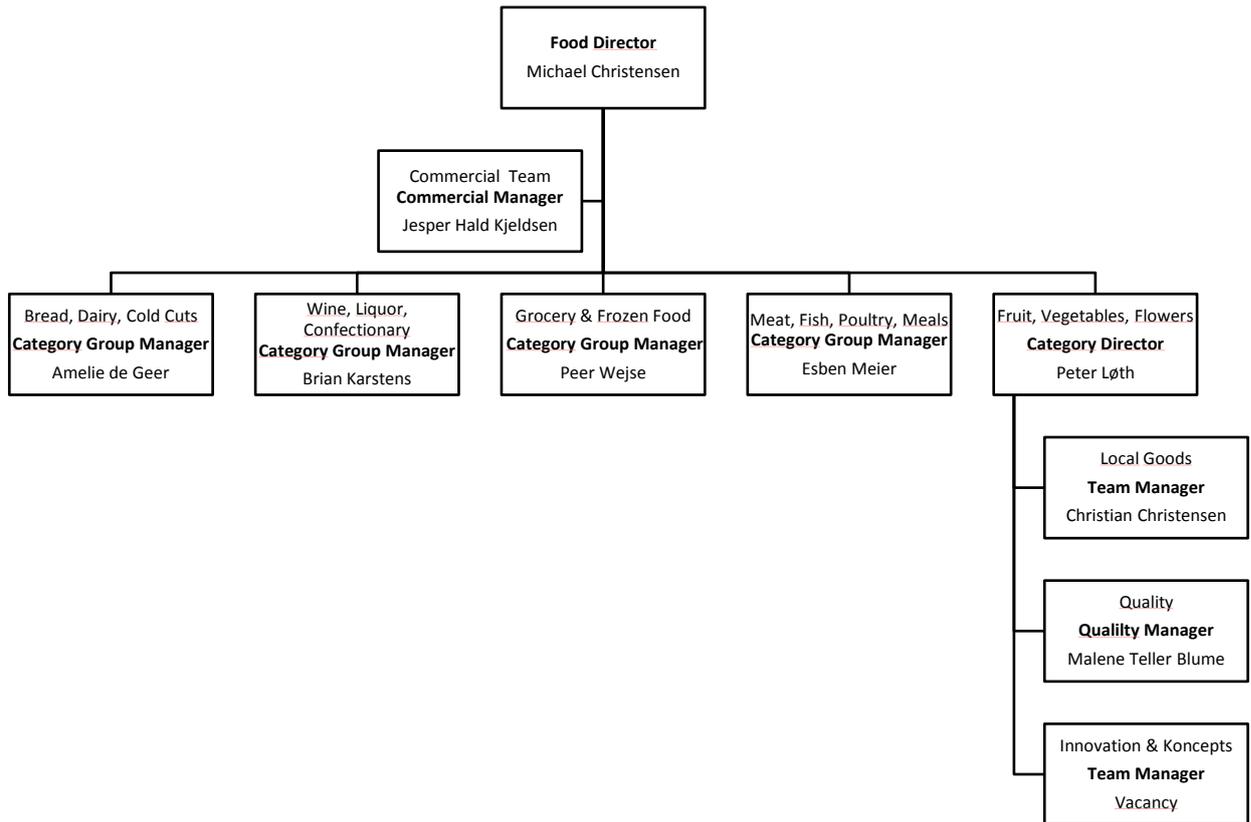
Overall organizational charts are attached. The changes in Coop category organization are launched. The integration of Irma's Food Department will be launched as per 1.4 2017. Questions are welcome to the below mentioned.

Best regards,

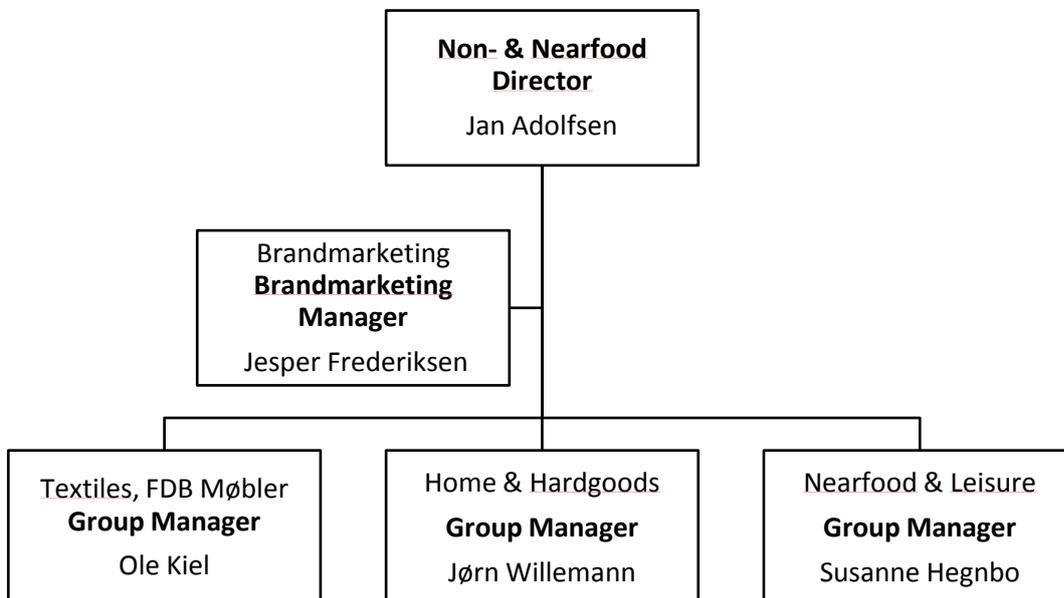
Food Director Michael Christensen (mob. phone + 45 5221 3026)
Non-og Nearfood Director Jan Adolfsen (mob. phone + 45 5159 2901)
Chain Director Irma Søren Steffensen (mob. phone + 45 5221 2801)

2(3)

Food Director Michael Christensen's commercial management team



Non- & Nearfood Director Jan Adolfsen's commercial management team



Specific information regarding Irma

Integration of Irma's food department into Coop's category organization

a) **Dry Goods and Wine & Liquor.** Former Innovation Manager Leif Larsen is appointed to Irma Category Manager Dry Goods and Wine & Liquor with reference to Category Group Manager Brian Karstens. Further to this the following colleagues will be transferred to Food Dry Goods; Irma Category Planner Melissa Danielsen, Grocery & Frozen Food, Irma Category Planner Karen Hansen, Confectionary & Nearfood, Irma Category Planner Søren Grønbæk, Wine & Liquor.

b) **Fresh Goods.** Former Product Manager Dry Goods Max Schellenbauer is appointed to Irma Category Manager for Fresh Goods with reference to Category Group Manager Esben Meier. Furthermore the following colleagues will be transferred to Food Fresh Goods: Irma Category Planner Jannie Olsen, Meat, Delicacy, Poultry, Fish, Meals, Irma Category Planner, Dairy and Cold Cuts (vacancy) and Irma Product Manager Fresh Fruit & Vegetables, Steen Haubjerg.

Max and Leif will be responsible for coordinating the Irma assortment as well as the contact to special Irma suppliers. In all other matters the contact will be direct to the responsible category teams in Food.

To ensure distinctiveness, innovation and dynamism in Irma's profile categories there will be established a new commercial team with focus on creating and executing exciting concepts toward customers. Commercial Manager, Irma, Samir Hadzimahovic will lead this team.

