

Press Release

Solna, 13 December 2018

ICA Gruppen's strategic priorities 2019

ICA Gruppen's board of directors has adopted the Group's strategic priorities for 2019. The priorities put focus on what is most important for operations in the coming year and aim to contribute to greater cooperation and synergies for increased growth and profitability.

ICA Gruppen's current group structure already contributes to economies of scale and vital synergies, such as through a joint loyalty programme, co-location of stores and pharmacies, purchasing and administration. However, digitalisation is enabling additional synergies in areas such as e-commerce, customer data, and investments in new technologies and skills.

ICA Gruppen's strategic priorities for 2019 can be summarised in seven points:

- **Online:** Continued rapid growth, expand the offering and strengthen last mile to win online
- **Store network and concepts:** Develop our store network and format strategy with focus on convenience, urban areas and the hypermarket of the future
- **Personalisation and loyalty:** Scale up smarter personalized offerings, improve the loyalty program and launch new digital services in our eco system
- **Work methods and competence:** Improve and scale agile ways of working, collaboration between our businesses, and build critical competences e.g. IT development and advanced analytics.
- **Core processes:** Increase stability and cost efficiency in our core processes with particular focus on logistics and common sourcing
- **Automation and artificial intelligence:** Expand process automation and implement first AI/Data Science use cases for increased efficiency and optimized business processes
- **Climate and health:** Drive our sustainability work "For a good tomorrow" with particular focus on health and climate

For more information

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