



We are where the
customers are.

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WELCOME TO VALORA TRADE AUSTRIA

Founded in 1968 and now part of the Valora Trade organisation, we are Austria's leading provider of tailor-made distribution and marketing solutions in the field of fast-moving consumer goods.

Our paramount objective is to create enduring added value for all our stakeholders (our customers, suppliers, employees, shareholders and society at large). With our decades of experience and the excellent relationships we have established over the years, we are uniquely placed to help our customers achieve profitable growth. We are strong in both innovation and execution. We place particular emphasis on building up effective relationships with all our business partners, based on mutual trust. We are where the customers are. Our focus is on delivering total quality.

If you're doing business in Austria, you should talk to Valora Trade Austria.



Christine Schönowitz,
MSc & MBA, General Manager

VISION

We are the leading Austrian distributor in the fast-moving consumer goods sector.

MISSION

We support our partners in Austria with tailor-made solutions enabling them to achieve a strong position on the Austrian market.



Company profile



- **Company foundation:** 1968
- **Markets covered:** Austria, with joint venture in the Czech Republic
- **Location:** Neunkirchen (50 km south of Vienna)
- **Represented turnover*:** € 50 million
- **Total employees:** 66, of whom 24 in sales and marketing
- **Principals represented:** approximately 30
- **Customer visits per month:** approximately 3,200
- **Categories represented:** food (especially confectionery) and near food

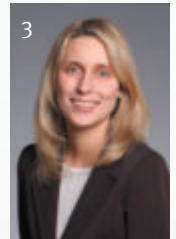
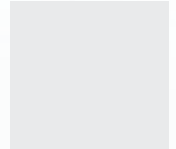
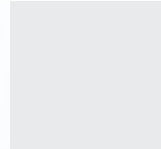
- **Trade channels covered:** traditional retail, independent trade, grey channel (e.g. petrol stations, tobacconists), convenience stores, cash & carry, discounters, drugstores, pharmacies, wholesalers, do-it-yourself stores, electronics stores and mail order business.
- **Customers:** We cover all relevant customers and are constantly in search of new opportunities.
- **Professional affiliations:** European Sales & Marketing Association (ESMA) 
- **Certification:** International Food Standard Logistic (IFSL)

* based on 2008 retail selling prices, including VAT



Our services

WITH OVER 40 YEARS OF BUSINESS EXPERIENCE IN AUSTRIA, WE ARE WELL-PLACED TO PROVIDE OUR CUSTOMERS WITH SOLUTIONS PERFECTLY TAILORED TO THEIR SPECIFIC NEEDS AT EVERY STAGE OF THE VALUE CHAIN. ACHIEVING THE BEST FOR OUR CUSTOMERS IS OUR PARAMOUNT OBJECTIVE.

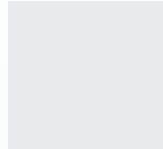
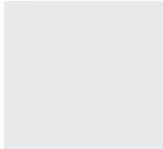


1 Peter Meruna
Product Manager/
Purchasing Manager

2 Felix Ungerböck
Warehouse &
Logistics Manager

3 Eva Reisenbauer
Marketing Manager





Key Account Management/ Sales Force

- Individualised customer solutions
- Proven expertise in all categories represented
- Sales force of 20 people
- Sales cycle management
- Merchandising

Distribution

- Our fleet of 11 trucks transports some 70% of our outgoing goods volume

Customer Service

- Orders managed by EDI, by phone or hard copy
- Credit control and risk management

Customers/ Consumers



4 Franz Hörhan
Sales Director

5 Marion Baumgartner
KAM Fine Food

6 Andrea Leisentritt
Head of Customer Service

Our key strengths – your benefits

OUR KEY STRENGTHS

**RESULTS-ORIENTED
APPROACH TO DOING
BUSINESS**

**LONG-STANDING
EXPERIENCE OF THE
AUSTRIAN MARKET**

**EFFICIENCY AND
FLEXIBILITY**

**ABILITY TO DELIVER TAILOR-
MADE SOLUTIONS**

**STRONG REPUTATION IN
THE AUSTRIAN MARKET**

**SEAMLESS ACCESS
TO VALORA TRADE'S
EUROPEAN NETWORK**

YOUR BENEFITS

Depending on your current situation and strategy, we offer a range of value-added services which will help you to ...

... establish an Austrian market presence rapidly, and build your business from a reasonable initial cost base.

... implement market-specific solutions along the entire value chain.

... establish a premium presence in all Austrian trade channels.

... improve the performance and efficiency of your operations in Austria.

... gain critical advantage from our expertise in local markets and distribution channels.

... leverage the full benefit of our unrivalled contacts in the Austrian market.



Satisfied principals are important to us

LONG-TERM PARTNERSHIPS AS KEY TO SUCCESS

We are proud to have been chosen to represent our principals on the Austrian market. Our long-term commitment and co-operation with our numerous partners is driven by the mutual trust and common values on which all our partnerships rest.

“The success Ricola has achieved is mainly due to the close co-operation and mutual trust which Ricola and Valora Trade Austria have established with each other. Valora Trade Austria always takes the time to discuss Ricola’s strategies and to adapt them to the Austrian market where this makes sense. This not only helps to strengthen the Ricola brand in Austria, it also helps to improve its performance in the market.”

Markus Vogt, Head of Sales International,
Ricola AG, Switzerland

“Our company has enjoyed a close and congenial relationship with Valora Trade Austria for more than 30 years now. No major problems have ever arisen during that time. Our two companies have always worked harmoniously together. Our co-operation has been successful and enriching for us. Decisions have always been made rapidly and in the interests of both parties, each of whom has had ideas to contribute. Each has also helped the other in implementing those decisions and ideas. I don’t think there can be many business relationships as productive and cordial as that which exists between our two companies and I would like to express my heartfelt gratitude to Valora Trade Austria for making that possible.”

Herbert Mederer, Owner of Mederer GmbH (Trolli), Germany

“What we particularly appreciate about our partners at Valora Trade Austria is the speed and efficiency with which they put into effect the action plans we have agreed with them. They execute so reliably, because they have a well-structured organisation and a highly-motivated team of employees.”

Beat Siegfried, General Manager, Kägi Söhne AG, Switzerland



Please contact us:

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