

METRO'S IT DEPARTMENT CHANGES ITS NAME TO METRO-NOM, GUERRILLA CAMPAIGN #TAKETHEEXIT IS REVEALED TODAY

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Düsseldorf, 9 April 2018 – Effective 1 May 2018, the IT department of METRO AG will change its name to METRO-NOM. METRO-NOM continues to implement METRO's digital transformation and is currently recruiting tech experts in Berlin and Düsseldorf. With the new name, the IT department underlines its claim to be perceived as a pacesetter in the tech field. The new company name METRO-NOM is already presented today. In addition, it will be revealed today that METRO-NOM is the initiator of the guerrilla campaign #TakeTheExit in Berlin that has been arousing curiosity with unconventional and sassy campaign motifs since 19 March. During the past two weeks, software developers and IT experts who are open for new challenges had been purposefully addressed under the mysterious hashtag. Starting today, METRO-NOM identifies itself as the sender.

"Introducing METRO-NOM as a new entity of METRO AG represents an essential step for us to show how METRO's IT function ticks: in an unconventional and humorous way. We implement the digital transformation by developing IT solutions for 25 METRO Cash & Carry countries and working on technologically exciting and international projects", says Timo Salzsieder, Chief Information Officer of METRO AG and Managing Director of METRO-NOM GmbH. Salzsieder has been in charge of digital solutions for the multichannel business, e-commerce and the global IT needs of the METRO Cash & Carry stores since March 2017. "Our guerrilla campaign in Berlin very clearly illustrates how we view ourselves: we are agile, somewhat provocative and we are humorous. And this is precisely the kind of colleagues we are looking for to staff our offices in Berlin and Düsseldorf", continues Salzsieder.

Effective 1 May 2018 the Chief Information and Chief Solution Office and METRO Systems Deutschland GmbH will be operating under the name METRO-NOM. The company is looking for IT experts by way of a recruiting campaign currently running in Berlin. By repositioning its IT department, METRO is underscoring its claim of being an international tech player in the wholesale and food sector. The opening of the Software Development Hub and the founding

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partnership with the CODE University in Berlin demonstrate that the IT department is already taking the next steps in digital transformation. The development and extension of the tech-savvy community was achieved by way of different internal and external formats that are implemented by the IT department. Examples are formats such as hackathons, tech talks and MeetUps with inspiring personalities that are open to employees and the interested public alike. Internal events such as brown-bag sessions, i.e. lunch breaks organised by colleagues for colleagues to share knowledge about a specific topic, are hosted in the same way as product exhibitions: this is where the IT department presents new, technology-based solutions and projects to the colleagues in the form of an interactive fair. That way, all employees can understand and experience hands-on how IT solutions are developed using agile principles and how METRO-NOM is shaping the digital transformation.

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METRO is a leading international specialist in wholesale and food retail. The company operates in 35 countries and employs more than 150,000 people worldwide. In financial year 2016/17, METRO generated sales of around €37 billion. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers. With its sales brands METRO/MAKRO Cash & Carry and Real as well as delivery services and digitalisation initiatives METRO sets the standards for tomorrow: for customer focus, digital solutions and sustainable business models. More information at www.metroag.de

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