

## FOCUS ON ENTREPRENEURS AND THEIR BUSINESS GOALS: METRO LAUNCHES NEW GLOBAL BRAND CAMPAIGN

1/2

- METRO's new international brand campaign focuses even more strongly on customers. The new claim "Your Success is our Business" underscores the brand's ambition.
- Customers from more than 20 countries are the testimonials of the new campaign: they have a clear goal for their respective businesses and METRO actively supports them in reaching these goals.
- The campaign kicks off with the statement "We don't work for METRO. We work for millions of own businesses all around the globe."

Düsseldorf, 28 June 2018 – With a new global brand campaign, METRO as a longstanding supporter of small and medium-sized entrepreneurs takes the next step to more strongly underscore its supportive approach: more than 20 customers from over 20 countries are the testimonials of the new international campaign. METRO supports them not only with media attention, but also in their efforts to achieve the individual business goals which the brand ambassadors have set for themselves. The claim "Your Success is our Business" is thereby directly put into practice. With this brand promise, METRO underscores its role as a facilitator for whom the success of his customers takes centre stage.

"With the statement 'We don't work for METRO', we proudly launch the new global brand campaign of METRO. We actually don't work for METRO because, every day, we work for the success of millions of own businesses around the globe. To name just a few: we work for Christa in Germany, who wants to digitise her family business and we work for Dorian in France, who wants to open another award-winning restaurant. More than 20 customers from different METRO countries are in the spotlight of this campaign. We support and accompany them on their way to achieving their own business goals," says Philippe Palazzi, Chief Operating Officer of METRO AG. METRO supports its more than 21 million wholesale customers around the globe with initiatives such as the annual Own Business Day or with digital solutions that have a direct impact on their business operations, like the creation of their own website or a tool for online reservations provided at no charge for them. The aim of these measures is to enable the independent entrepreneurs to focus more strongly on their business, to inspire them and to give them more public attention.

The new brand focus will be gradually introduced into the brand communication of the internal and external communication channels and at the METRO locations around the globe.

Information about the different brand testimonials of the campaign as well as about METRO's initiatives for these businesses is provided at [www.metro-cc.com/weworkforyou](http://www.metro-cc.com/weworkforyou).

In video clips and interviews on the local METRO websites and via the different social media channels, customers and interested readers can learn, i.e. how the campaign's testimonials from more than 20 countries are supported by METRO in their efforts to achieving their own business goals, like for example the opening of their next shop, the commitment to sustainable catering or the re-invention of street food.

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The new brand campaign was launched at the different international locations operated by the group with the opening teaser “We don’t work for METRO”. This statement shows the brand essence of METRO, arouses curiosity, and draws media attention to the kick-off of the new campaign. The revelation is published via the different internal and external communication channels. “We are intentionally provocative with our statement. But, with the revelation, we state clearly that the success of our customers all around the globe is always at the focus of our attention,” says Philippe Palazzi. “We don’t work for METRO, but for each and every one of our customers – because their success is our business.” 2/2

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](http://www.metroag.de)

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