

Own Business Day 2021: METRO pays tribute to independent businesses

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- Own Business Day 2021 under the motto "There's no joy without you" with exclusive events and offers for METRO customers around the globe
- Public rallying call for support and acknowledgement to independent businesses by local landmark illuminations in Düsseldorf and 6 other cities across Europe and Asia
- Political debate to discuss the innovation potential of the hospitality sector and the political framework necessary for the industry to be a diversity driver for our city centres

Düsseldorf, 08 October 2021 – For the 6th year in a row, METRO is celebrating the annual Own Business Day on 12 October across 23 participating countries. In doing so, the wholesaler calls on the public on the 2nd Tuesday of each October to support and acknowledge independent businesses. Against the backdrop of pandemic-induced lockdowns, this year's Own Business Day particularly serves as a timely reminder of the resilience and relevance of independent businesses that bring joy to many people's daily lives. Illuminations of local landmarks with selected independent businesses' names in Düsseldorf and 6 other cities in Europe and Asia will send a clear message of support to the public. In addition, several events and special offers as well as gifts are planned for METRO's customers on 12 October.

Be it the small flower shop around the corner, the cosy café next door or the traditional restaurant popular among locals and tourists alike – these independent businesses have suffered greatly from the lockdowns and COVID restrictions over the past 2 years or so. The society consequently had to endure life without them and their socially connecting activities, particularly missing the joy awarded by a visit to a café or restaurant. Thus, Own Business Day 2021 runs under the distinctive motto "There is no joy without you", reminding that consciously choosing to shop or eat at those businesses on 12 October and onwards is crucial for their survival and recovery.

"The past 2 years or so have once again made us particularly aware of the important role that the self-owned restaurants, bars and cafés, but also the small independent retailers, play in our everyday lives. They are not only the key to lively and sustainable city centres, but they strengthen our

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social togetherness and maintain the diversity on our streets", says Dr. Steffen Greubel, CEO of METRO AG. "This is why it is important for us to consistently draw the public's attention to these independent businesses at every opportunity, to support them by all means, to celebrate them and to say thank you to them. Right in these challenging times, this is more important than ever."

Own Business Day 2021 will once again be marked with colourful illuminations in METRO's hometown Düsseldorf as well as in other cities around Europe and Asia, such as Zagreb, Warsaw, Krakow, Katowice and Poznan and in Pakistan. In Düsseldorf again this year, the Rhine Tower will be lit up starting October 9, displaying the names of 50 local independent businesses to raise the awareness and give credit to the independent businesses. METRO AG's headquarters building will join the illumination too by highlighting selected businesses names. The Kö-Graben and its surroundings in Düsseldorf will mark the celebrations with special decorations.

To celebrate this year's Own Business Day on 12 October, a variety of events and activities are planned throughout all countries where METRO operates. For example, METRO Germany will invite 35 of its customers to an exclusive cooking event with the Michelin-star chef Tim Raue. MAKRO Portugal joins the culinary event "Rota dos Sabores da Baía" in Seixal as the official sponsor and supplier to promote local restaurants honouring regional flavours. METRO Romania will mark the special day with a total of 22 new openings of LaDoiPasi shops, a nationwide grocery franchise network set up by the company for local entrepreneurs.

Another highlight: METRO will be once again hosting a political roundtable in Düsseldorf, this year together with Prof. Dr. Andreas Pinkwart, Minister of Economic Affairs of the State of North Rhine-Westphalia, as well as local own businesses and selected stakeholders. The wholesale will discuss what's needed politically to pave the way for the future success of independent businesses. Instead of "business as usual", now is the time to focus on supporting and implementing new ideas. The hospitality sector demonstrated its innovation potential during the pandemic. METRO wants to discuss the political framework and the governmental support that is necessary for the industry to thrive in the long run and to foster its role as diversity driver in our city centres. The recently published study "[Innenstadtinitiative](#)" by METRO AG and the institute for trade research, IFH Cologne provided strong insights into the key part of hospitality for city centres' attractiveness and the need for enhanced collaboration between gastronomy, politics, retail and culture.

All information about Own Business Day: www.loveownbusiness.com

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METRO is a leading international wholesale company with food and non-food assortments that specialises in serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 16 million customers who can choose whether to shop in one of the large-format stores, order online and collect their purchases at the store or have them delivered. METRO also supports the competitiveness of entrepreneurs and independent businesses with digital solutions and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. METRO has been listed in the Dow Jones Sustainability Index for 7 consecutive years. The company operates in 34 countries and employs more than 97,000 people worldwide. In financial year 2019/20, METRO generated sales of €25.6 billion. More at www.metroag.de. Additionally, have a look in our online magazine www.mpulse.de, where we report on what moves our customers, employees, partners, and suppliers – and what we move for them.

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