



The shopping experience, prime location, flexible business hours and targeted sales offers allow the Super-Pharm chain to be the consumers' first choice when purchasing medication, cosmetics, baby products or toiletries

Founded in 1978 by the Koffler family, the Super-Pharm chain currently operates more than 170 branches across the country, from Kiryat Shmona to Eilat. The Chain adopts a unique management method in which each branch is owned and managed by an independent franchiser referred to as a 'colleague'. This 'colleague' is usually a pharmacist who was fostered from within the company and is responsible for the branch's management and business showings.

The Competitive Environment

Super-Pharm operates in a complex competitive environment in which each of the three core fields – pharmacy, cosmetics and baby and toiletry products – face a different competitive arena.

In order to differentiate itself, Super-Pharm has over time created noticeable campaigns that have an international look and feel and that are derived from the appearance of the branches. In addition, Super-Pharm invests tremendous resources in service and in the shopping experience in the branch.

The Brand Strategy

Since its foundation, Super-Pharm has balanced a unique

shopping experience and providing added value to its customers with attractive sales and fair pricing policies. The experience is reflected in strategic locations, branch design, balances between the various departments (pharmacy, baby section, toiletry section and cosmetics division), flexible business hours and the way in which the chain communicates with its customers in the branch through various forms of media and through service provided by chain employees.

On the one hand, Super-Pharm has throughout the years remained loyal to brand values, logo colors and branch appearances. On the other hand, the chain constantly keeps upgrading and adapting them to world leading retail trends. For example, the chain recently began assimilating a new design concept in its branches designed to upgrade the shopping experience by raising ceilings, changing lighting fixtures, shelves, unique signs for each department that match the company logo and redesign of the cosmetics department.

In order for Super-Pharm to retain its position as leader in its core areas, it maintains contact with its customers even outside the branches.

A central channel is the LifeStyle club, which was launched in 1998 and was the first credit-card based customer club.

At the end of 2009, Super-Pharm launched a strategic move by launching, in conjunction with Isracard, LifeStyle plus – a non-bank credit card that provides club members with perks for purchasing at Super Pharm, as well as in other businesses (e.g. Delek gas stations, Menta convenience stores, McDonald's fast food chains, Kravitz office supply chain and Issta travel agency).

Super-Pharm customers enjoy designated sales days throughout the year, and personally tailored coupons based on their purchases sent to their home each month.

Super-Pharm Festivals – Super-Pharm initiates and produces image and experience events every year in beauty, health and family that have become a tradition: Beauty City for beauty, good life festival for health and quality of life, and Babyland for baby products.

Growth Engines

In addition to regular retail activities, Super-Pharm has invested in three main growth engines for ensuing years:

Super-Pharm Optics – the optical chain in Super Pharm branches that was launched in 2008. Currently, the chain operates 20 branches across the country and is the third largest optics chain in Israel. Super-Pharm Optics has positioned itself as "the pharmacy for glasses", offering free vision tests and contact lens compatibility performed only by licensed optometrists.

Life Private Brand – The first private brand among





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www.super-pharm.co.il

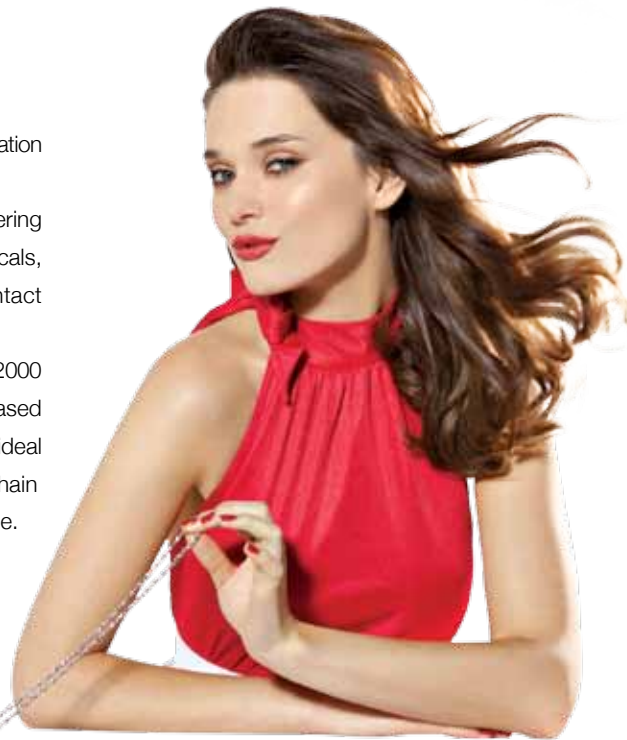
Israel's marketing chains and one of the main differentiation anchors for Super Pharm.

Life operates in the health and beauty sector, offering an array of products in various fields: pharmaceuticals, vitamins, toiletry, baby products, cosmetics, contact lenses and solutions, health food, etc.

International activity – At the beginning of the year 2000 Super-Pharm stretched beyond Israel's borders, based on the philosophy that the chain's retail concept is ideal for customers in different countries. Today, the chain operates 30 branches in Poland under its brand name.

Global Recognition

Super-Pharm was chosen as the best international drugstore in 2010 by Chain Drug Review magazine, which surveys drugstore chain operations in North America and around the world.



Reasoning the choice, it was explained that Super-Pharm has presented over the years innovation and creativity that have enabled it to capture its unshakable status in Israel and unprecedented success in Poland.

Juvenile Diabetes Association (which Super-Pharm CEO Leon Koffler serves as president), Hayim Association, Variety, Center for Victims of Sexual Assault, The Israel Cancer Association, etc.

Community Activity

The Super-Pharm chain maintains regular contact with the community on the local branch and chain levels. The chain initiates a range of activities in hospitals, schools and various community centers. In addition, the chain holds annual fundraisers for various associations, including the

The Communications Language

In 2011, Super-Pharm launched an advertising language based on the realization that a product is not just a product but a collection of moments, experiences and emotions. The clips produced based on a new language artistically present these collections of theatrical and minimalist moments.

The ads, which were filmed using Motion Control technology, feature international model Natalia Wowczko, who is

Things You Didn't Know About Super-Pharm

- Super-Pharm establishment was inspired by the Shoppers Drug Mart chain in Canada that was founded by Murray Koppler in 1962. Murray's son Leon is the CEO of Super-Pharm Israel.
- Super-Pharm Israel employs 5,800 people, 18% of whom have been with the company for over 8 years.
- Super-Pharm employees enjoy career ladders and development paths.
- Every month, 3.5 million customers enter the branches.
- Lior Reitblatt, CEO of the chain since 1993, began working in Super-Pharm in 1988 as deputy comptroller.
- Life, Israel's first private brand, currently offers over 500 products in a range of categories.

seen in various situations that comprise one sequence.

And in the Future...

Super-Pharm will continue to expand its spread in Israel, and is expected to have 200 branches by the end of 2013. In addition, the chain will work to expand its international operations as well as recreational activity, maintaining the shopping experience that characterizes it, reinforce its status as 'the country's point pharmacy', support core departments and continue to develop its growth engines.



1978
Opening of the first branch in Neve Amirim Herzliya.

1995
Launch of the Life brand .

2001
Opening of the first Super-Pharm branch in Poland.

2008
Launching of Super-Pharm Optics.

2009
Launching of LifeStyle plus credit card.