



Perpetual innovation, active customer club, attractive value offers and two private brands have allowed the Super-Pharm chain to become the first choice among Israeli consumers. In recent years, the chain has also been operating in Poland and China based on the retail format it operates in Israel

The Super-Pharm chain was founded in 1978 by the Koffler Family inspired by Canadian drugstore chain Shoppers Drug Mart, which was founded by Murray Koffler in 1962. Today, Super-Pharm is owned by Murray's son, Leon Koffler, and operates approximately 200 branches across Israel, adopting a unique management method in which each branch is owned and managed by an independent franchiser known as 'colleague'.

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The Brand Strategy

Since founding, Super-Pharm has been balancing the shopping experience and provision of added value to customers alongside an attractive sales and fair pricing policies. The shopping experience is reflected, inter alia, in strategic locations, flexible business hours, product diversity, branch design, service quality and a concept of three for one: combination of pharmacy, baby and toiletry department and cosmetics department.

An Extraordinary Service

Above all, Super-Pharm introduced a new service concept, which integrates the professional knowledge of pharmacists and beauty counselors and extraordinary service experience, both at the cash and the sales floor. Super-Pharm invests a lot of resources in guiding and engaging employees in rendering qualitative service, seeing it as one of the factors which differentiate it from competitors and being one of the hardest to imitate.

In addition, the chain invests in technological developments that will empower the shopping experience and improve the services both within the branch and outside it.

The Creative Solutions

In order to support its brand strategy, Super-Pharm operates in several channels:

Life – Super-Pharm's private brand launched in 1994 in the health and beauty sector while emphasizing product innovation along with attractive value offers. The brand offers 3000 products in a range of categories.

SUNDAY – another private brand operating in the home care and cleaning sector. SUNDAY includes dozens of products, including laundry detergents, dishwashing soap and toilet paper, etc. all of which are priced lower than the leading brands in the market.

LifeStyle – Super-Pharm's customer club card provides club members with benefits to purchase at Super-Pharm and at other chains that operate in the LifeStyle sector. In Israel, the club includes 450,000 customers.

Activity in the Digital Arena

Super-Pharm operates in the digital arena in order to reinforce relationship with customers and make service accessible.





www.super-pharm.co.il
www.superpharm.pl



Activity in Markets Outside of Israel

In early 2000, and rooted in a philosophy that the retail concept of the chain is suitable for the needs of customers in other countries, Super-Pharm began operating outside of Israel.

Super-Pharm Poland – In 2001, Super-Pharm began operating in Poland but only in 2003, with the change in regulation in that country did the local chain begin significant development of the branches. Super-Pharm introduced to Poland an innovative concept and the 3 in 1 line, being the first chain to offer a combination of

pharmacy, cosmetics department and a toiletry and baby department, a concept that earned enthusiastic support among consumers in the country. In Poland, Super-Pharm is the leading chain in cosmetics and No. 2 for perfume. In 2010, Super-Pharm Poland launched the LifeStyle customer club, in which members can accumulate points and then use them to purchase products at special prices. With approximately 50 branches, over 2000 employees and a sales turnover of \$220 million per year, the Polish operations constitute a significant growth engine for Super-Pharm.

Activity in the Chinese Market – This year, Super-Pharm returns to operate in the Chinese market, with acquisition of control of a pharmacy

chain in Beijing. In 2006, Super-Pharm was a partner in the Ensure chain, which operated in the province of Guizhou in southwest China and operated ten branches in the Super-Pharm format. During the next several years, Super-Pharm is planning to open in Shanghai and Beijing by expanding the chain and acquiring other retail chains.

The Best Drugstore – Super-Pharm is the only drugstore in the world that has managed to generate successful international activity outside of its parent company, and has even earned international recognition. In 2010, Super-Pharm won the title “The Best International Drugstore Chain” awarded by international professional magazine Chain Drug Review, which covers the drugstore industry around the world.

The main reasoning for the editors of the magazine to choose to grant the award was the breakthrough Super-Pharm had in Poland, alongside the retail revolution that the chain spearheaded in Israel for over 30 years, establishing a unique model and shopping experience never seen before. In addition, the editors noted the innovation and focus shown by Super-Pharm in steady improvement of the shopping experience and success of the private brand Life.



Things You Didn't Know About Super-Pharm

- Super-Pharm is owned by Leon Koffler, Leumi Bank and Discount Bank.
- Super-Pharm Israel has 200 branches.
- Super-Pharm won the retail chain of the year award by Drug Chain Review magazine.
- By the end of 2013, Super-Pharm will be operating 51 branches in Poland.
- Super-Pharm will begin operation in Beijing later this year.

1978
Opening of the first branch in Israel.

1994
Launch of the private brand Life.

2001
Opening of Super-Pharm Poland.

2006
Entering the Chinese market.

2008
Launch of Super-Pharm Optic.

2012
Launch of the chain's second private brand – Sunday.

2013
Launch of the sports department and insurance service; Relaunch in China.