

Press release

Solna, 10 December 2014

ICA Gruppen presents priorities for 2015

Today, Wednesday, 10 December, ICA Gruppen is arranging a capital markets day in Stockholm. The programme includes a review of the different segments and the Group's strategic priorities for 2015.

CEO Per Strömberg concludes that ICA Gruppen is well on its way to deliver according to the priorities set for the current year and that the plan is to continue to streamline operations and create organic growth.

CEO Per Strömberg, says: "The divestment of ICA Norway and the acquisition of Apotek Hjärtat have been the major changes during the year. At the same time, we have delivered a very good result in our operating areas.

"In 2015, ICA will among other things continue to develop our loyalty programme, launch online shopping on a broad front, and develop our pharmacy business and position within health and wellness. Our priorities for 2015 will enable continued organic growth and improved profitability."

Ten-point summary of ICA Gruppen's strategic priorities for 2015:

- Develop and utilise our leading loyalty programme (CRM)
- Strengthen and grow the private label offering
- Ensure competitive prices and price perception
- Design ICA's new pharmacy business and develop ICA's position within health and wellness
- Build a leading position within digital channels
- Strengthen the store network (main focus on pharmacies close to stores, Lithuania, and metropolitan regions in Sweden)
- Develop and implement major infrastructure project within logistics
- Implement IT outsourcing project
- Introduce ICA's group-wide values and further develop talent management
- Support customers' sustainable and healthy choices

ICA Gruppen holds its capital markets day at 13.00-17.00 CET on Wednesday, 10 December 2014 at Spårvagnshallarna in Stockholm. Speakers include Per Strömberg, CEO ICA Gruppen, Marie Halling, CEO ICA Bank, Sven Lindskog, CFO ICA Gruppen, Anders Svensson, CEO ICA Sweden, Edgar Sesemann, CEO Rimi Baltic, Liv Forhaug, SVP Strategy & Business Development ICA Gruppen and Magnus Rosén, Director Online Development.



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