

TRADE MAGAZIN – THE 2016 RETAILER RANKING

THE TOP 11 FMCG RETAILERS IN HUNGARY

Store type	Number of stores in 2016	Retailer's name	Gross sales in total (Billion HUF/Million EUR)	
			2015	2016

1. Tesco 758,9 787,7*

Total 206 € 2442,2 € 2559,9*

HM	112	TESCO
SZM	49	TESCO SZUPERMARKET, S-MARKET
CONV	45	TESCO EXPRESSZ

2. Coop 571,0 582,0

Total 5012 € 1823,6 € 1871,3

SZM	362	COOP SZUPER
ÉB	4603	COOP MINI, ABC, KISBOLT
C+C	47	ADU

3. Spar 491,1 516,5

Total 493 € 1568,3 € 1660,6

HM	32	INTERSPAR
SZM	329	SPAR
SZM	16	CITY SPAR
NK	18	SPAR PARTNER
NK	28	SPAR MARKET
NK	70	SPAR EXPRESS

Store type	Number of stores in 2016	Retailer's name	Gross sales in total (Billion HUF/Million EUR)	
			2015	2016

4. CBA 509,0 503,0

Total 2177 € 1625,6 € 1617,3

NSZM	11	CBA, PRÍMA
SZM, ÉB	1020	CBA, PRÍMA
ÉB	1146	CBA CÉL, PARTNER

5. Reál 388,5* 390,4*

Total 2185** € 1240,7* € 1255,2*

SZM	570**	REÁL ÉLELMISZER, REÁL PRÉMIUM, REÁL+C
ÉB	1615**	REÁL PONT

6. Lidl 359,4 383,7

Total 165 LIDL € 1144,0 € 1242,9

7. Auchan 337,6 350,4

Total 19 AUCHAN € 1078,2 € 1126,6

8. Penny Market 220,9* 233,3*

Total 207 PENNY MARKET € 705,5* € 750,1*

9. Aldi 135,0 167,8*

Total 119 ALDI € 431,1 € 539,5*

Store type	Number of stores in 2016	Retailer's name	Gross sales in total (Billion HUF/Million EUR)	
			2015	2016

10. dm Magyarország 76,7 85,5

Total 255 dm € 244,9 € 276,5

11. Rossmann 60,9 68,0

Total 197 ROSSMANN € 194,5 € 218,6

NOTES and MARKINGS EXPLAINED:

TESCO's gross sales in 2015: it refers to the March 2015-February 2016 financial year, while in the case of 2016 it refers to the March 2016-February 2017 period.

AUCHAN's sales data refer to January-December periods in the case of both 2015 and 2016 and contain gross sales including petrol, in accordance with IFRS standards.

LIDL sales in 2015: it refers to the April 2015-March 2016 financial year, while in the case of 2016 it refers to the April 2016-March 2017 period.

Sales by dm in 2015: it refers to the October 2014-September 2015 financial year, while in the case of 2016 it refers to the October 2015-September 2016 period.

Sales by dm in the October 2015-March 2016 period amounted to gross HUF 42.1 billion, while in the October 2016-March 2017 period they were gross HUF 46.4 billion.

When calculating the sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 December 2015 (HUF/EUR 313.12) and on 30 December 2016 (HUF/EUR 311.02).

When calculating TESCO's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 29 February 2016 (HUF/EUR 310.75) and on 28 February 2017 (HUF/EUR 307.71).

When calculating LIDL's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 31 March 2016 (HUF/EUR 314.16) and on 31 March 2017 (HUF/EUR 308.7).

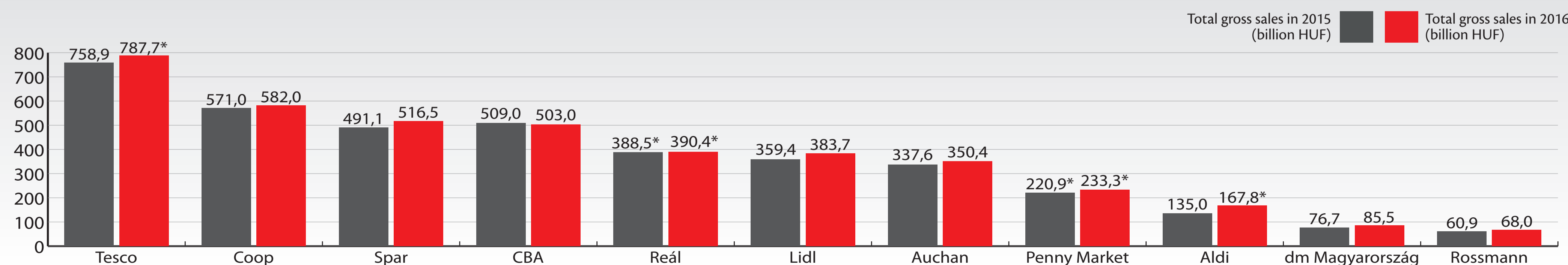
When calculating dm's sales data in EUR, we used the exchange rate of the Central Bank of Hungary (MNB) valid on 30 September 2015 (HUF/EUR 313.32) and on 30 September 2016 (HUF/EUR 309.15).

C+C cash and carry	DR drugstore	NK wholesale
CONV convenience	ÉB grocery store	NSZM large supermarket
D discount supermarket	HM hypermarket	SZM supermarket

Data contained in the table were provided by the retailers themselves.

Sales data marked with * are estimations made by Trade magazin, based on the 2015 retailer ranking of Trade magazin and on the 2015 and 2016 tax declarations of the companies, taking into consideration - with the help of experts - the changes in market conditions which have occurred since then.

Store number data marked with ** weren't provided by the given retail chain.



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