

May 16, 2016

Robinsons Supermarket Forges Agreement with HappyFresh for Online Grocery

Robinsons Supermarket Corporation, a wholly-owned subsidiary of Robinsons Retail Holdings, Inc., has partnered with HappyFresh Philippines for online grocery delivery service which was officially launched last Sunday, May 15, 2016. At the launch date, customers can make an order from within a 5km radius of 20 selected Robinsons Supermarket branches in Metro Manila. This will initially be offered to residents of Metro Manila and eventually to other urban centers in the country.

Both companies believe in the success of the partnership given Robinsons Supermarket's strong equity on fresh and wellness. As part of the service, the grocery products will be delivered within a specified time right at the doorstep of the customers.

Robinsons Supermarket will be the very first launch partner of HappyFresh in the supermarket category. HappyFresh will initially offer around 4,000 skus in its online grocery platform but this will eventually be expanded to include the entire in-store product assortment of Robinsons Supermarket which number around 15,000skus to 20,000skus for the customers to select and buy. Robinsons Supermarket, on the other hand, can use HappyFresh's platform to run special promotions as well as targeted promotions.

As a value-added to the partnership, HappyFresh will provide Robinsons Supermarket with analytics to enable it to create an assortment, pricing, promotions, and other strategies to tailor its product offerings and services based on what the customer wants and needs.

HappyFresh was founded by three individuals with a long experience in both investment banking and ecommerce. Its online grocery platform in the Philippines will be the fifth country it will have presence in. It currently has operations in Indonesia, Malaysia, Thailand and Taiwan.

"We are excited to partner with HappyFresh as its first online grocery delivery service partner in the Philippines. The online grocery delivery business will complement with our offline business. We look forward to offering this new shopping experience to our consumers", said Ms. Robina Gokongwei-Pe, the President and COO of Robinsons Retail.

"As one of the most populous and well-connected countries in Southeast Asia, the Philippines is an important country for HappyFresh in terms of market potential. Local customers recognise the convenience of on-demand and scheduled grocery delivery services and we are excited to be partnering with one of the largest supermarket chains in the country to bring quality service at a wide range of price points to our customers," said Isabel "Pao" Barrientos, Managing Director of HappyFresh Philippines.

“At HappyFresh, we are committed to assisting our partners such as Robinsons Supermarket with its transformation journey by enabling it with the ability to digitalise their businesses and reach out to more customers who are increasingly using digital platforms to purchase necessities at their convenience,” said Markus Bihler, CEO and Co-founder of HappyFresh.

“In addition to that, we have an in-house customer insights team – solely focused on analysing the behaviour and preferences of customers to help our partners make better choices, improve promotions, decrease out of stock and inventory write offs, and increase their marketing efficiency. This will cut down on having to reinvent the wheel, which then enables faster, more responsive and customer-centric decision making.”

Signed:



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