



Consum expands its online store to Calp, on the Alicante coast

Towns such as Gandia, Dénia, Xàbia, Altea, Benidorm, Villajoyosa, Alicante, Santa Pola, Guardamar, Torrevieja, Orihuela or Pilar de la Horadada, among other tourist areas of Valencia and Alicante, already enjoy this service, with deliveries in one hour-slots

València, June 26th, 2023.- Consum continues expanding its online store in the province of Alicante, to Calp, in the region of La Marina Alta. In this way, it joins other towns in the area, such as Dénia, Xàbia, Benissa and Altea, which already had online shopping since 2020. With this new expansion to Calp, the Cooperative will reach nearly 24,000 potential customers, customers who increase notably during the summer period, as it is a tourist area.

The Cooperative has an online shopping service in other towns on the coast of Valencia and Alicante, such as Gandia, Daimús, Grau de Gandia, Bellreguard, Real de Gandia, Almoines, Oliva, Miramar, Piles, Benidorm, Villajoyosa, Alicante capital, Santa Pola, Guardamar, Torrevieja, Orihuela or Pilar de la Horadada, among others, from 2020-21, with deliveries in 1-hour slots.

Easy and speed

Consum's online shopping platform allows you to modify orders once the purchase is complete, adding a product that has been forgotten, or delaying the delivery time of the order, if you are not going to be able to be at home. In addition to order deliveries in 1-hour slots, the Cooperative guarantees that, if the online purchase is made before 12 p.m., it can be received the same day, if there is availability.

Consum customers can buy online from the Mundo Consum App and check their discounts, receive their 'Cheque-regalo' beforehand or make shopping lists, among other things, without having to leave the same platform, thereby gaining convenience and time. The Cooperative continues to improve the technology that allows the user to gain speed and agility, investing on innovation at the service of the client.

The Consum online store (tienda.consum.es) also has a 'Tus Más Comprados' section where the customer has the products they frequently buy in a group, as well as other functionalities, such as 'Tu última compra', whose objective is to place the order more quickly with just one click, and 'Novedades', where the products on offer are collected, with 'cheque-crece' and all the news.

The online store also offers a 'Lista rápida' where the user can put generic concepts, such as milk, and the system selects products from that category, including the ones they buy the most. They also have a 'recommender', which appears in the form of a carousel just before validating the purchase, with products that the customer usually buys and that they may have forgotten.

In total, the Consum online store is available in 450 towns in Valencia, Alicante, Castellón, Barcelona, Tarragona, Almería, Murcia and Girona, and will continue to expand in the coming months. It has more



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than 11,500 items, including fresh cut foods, such as meat, fish and delicatessen. To guarantee the best service, the online order is prepared from the supermarket itself. In 2022, sales of the Cooperative's online store increased by 7.3%, reaching 65.8 million euros.

About Cons. Consum is the largest cooperative in the Spanish Mediterranean arc. It has 874 supermarkets, including its own and Charter franchisees, distributed throughout Cataluña, Comunitat Valenciana, Murcia, Castilla-La Mancha, Andalucía and Aragón. In 2022, it billed 3,864.3 million euros, 14.4% more. It obtained a profit of 57.7 million euros, 15% less, due to the increase in costs not passed on and the margin adjustment. With more than 4 million member-customers and 19,337 workers, Consum is the only distribution company with the Family-Responsible Company Certificate (Efr). The Cooperative's carbon footprint has been reduced by 86% since 2015. In addition, it is the first distribution company to have obtained the "Reduce" seal from the Ministry for Ecological Transition.



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