



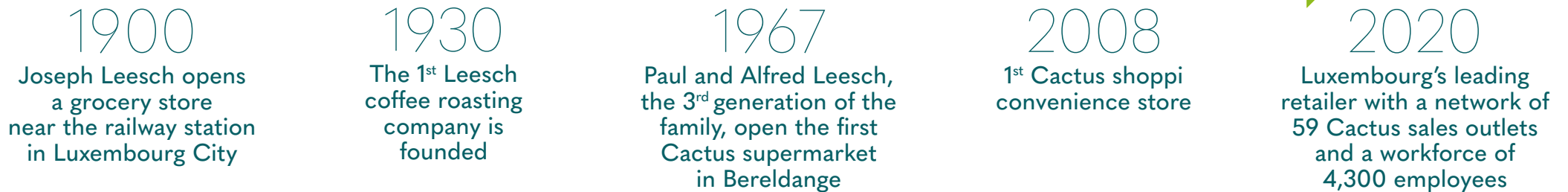
Cactus Group Presentation
2020

 **Cactus**



A Few Cactus Facts and Figures

CACTUS, A FAMILY BUSINESS,
*run by Max Leesch,
Chairman and Chief Executive,
and Laurent Schonckert,
Managing Director.*



Average length
of service:
12 years
Employee
average age:
39 years



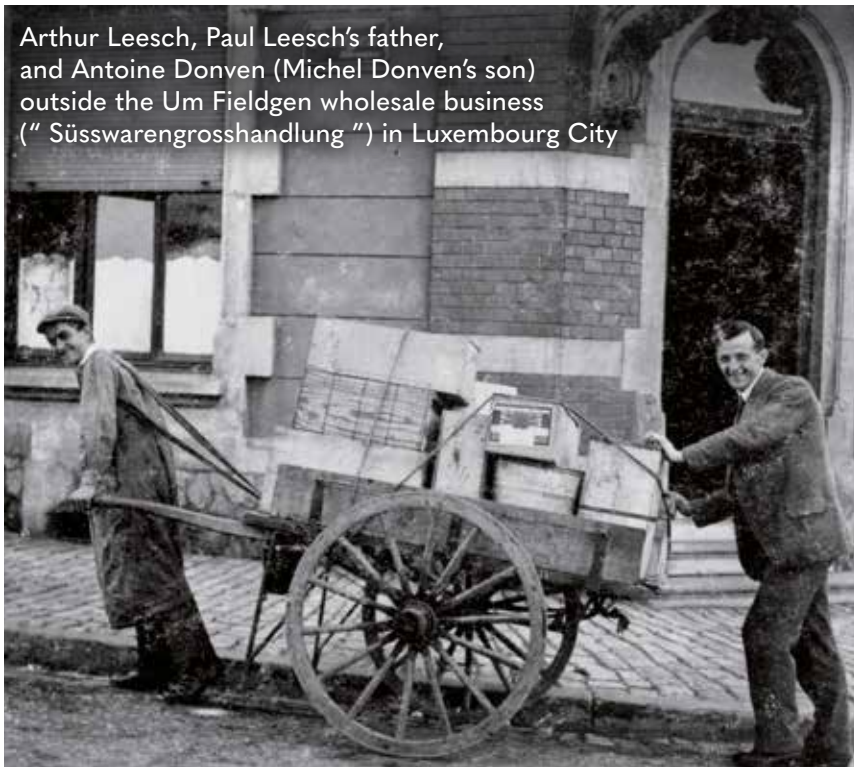
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Nationalities



Cactus



Arthur Leesch, Paul Leesch's father, and Antoine Donven (Michel Donven's son) outside the Um Fieldgen wholesale business ("Süsswarengrosshandlung") in Luxembourg City



The 1st Cactus supermarket opens in 1967 in Bereldange



The 1st Cactus shoppi opens in 2008 in Ettelbruck



Under the leadership of Max Leesch and Laurent Schonckert, the Cactus Group continues to expand and modernise its existing stores



The Leesch coffee roasting company in 1930 in Rue de Strasbourg near the railway station in Luxembourg City



Cactus Bettembourg, one of the company's latest stores



 **Cactus**



Our Retail Network



Cactus hobbi, specialist shops for natural gardening and cooking for pleasure.



Wonderfully light and spacious with wide aisles and product sections, our new generation stores, like Cactus Howald here, make an impression while making shopping a truly comfortable experience.

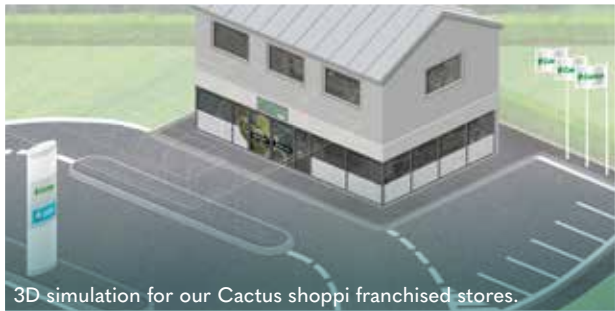


To be close to our customers, the vast majority of the population already has, or in the near future will have, a Cactus convenience store less than ten minutes away.



Cactus Marché stores are located in the heart of urban districts and provide their customers with a wide-ranging selection of fresh produce to meet their day-to-day needs.

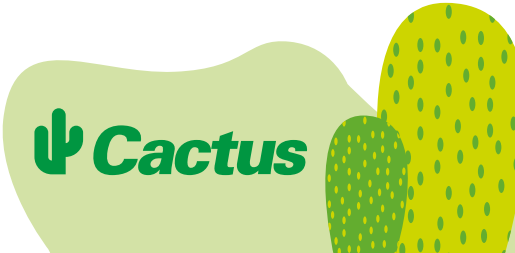
The Cactus shoppi brand represents a network of 33 convenience stores, providing fresh take-away food and a high-quality range of goods catering for all the daily needs of a local and international customer base.



3D simulation for our Cactus shoppi franchised stores.



The “ La Belle Etoile ” shopping centre is one of the largest in the Greater Region with 105 shops, bars and restaurants.





Our Cactus Food Production

In all our production facilities, we focus on using local/regional raw ingredients to guarantee that our customers enjoy the very best flavour and quality. Day in day out, 455 top-class artisan producers create a wide range of food products, using their traditional know-how while at the same time satisfying the expectations of a customer base with modern needs.



COFFEE ROASTING

- Founded in 1930
- With 300 tonnes per year, Luxembourg's largest coffee roasting business
- In 2020, five new Fairtrade-certified coffee bean varieties were launched



PÂTISSERIE

- Over 90% of the pâtisserie sold in our supermarkets or served in our restaurants comes from our own Cactus production units.
- 5,000 m² production area



READY-TO-EAT FOOD

- Premium range with an assortment of extra-fresh, finest flavour dishes
- Available exclusively in Cactus supermarkets and Cactus shoppi



CHARCUTERIE

- Founded in 1974
- 6,000 m² production area
- 40 tonnes of Cactus Hausgemaakt meat products produced every week



Fresh Food, Our Company's Showcase

Our historic slogan "Cactus, Nëmmen dat Bescht" is the promise made to our customers and put into action by all our employees day-by-day.



 **Cactus**



Our catering offer for lovers of...



... sushi. Try our Eat Happy shop-in-shop at Cactus Howald.

... a quick coffee served with macaroons. Try the Black & White espresso bar in the la Belle Etoile shopping centre.



... fast food. The Cactus Bonnevoie beef burger bar will make you a burger from local beef served in a slow-baked bun.



... fusion food. Table service is provided at the Le Cube restaurant in the Belle Etoile.



... breakfast with friends. You're invited every Sunday morning to the Sunday buffet at the Cactus Inn Windhof.



... food to go. Come and take a look at the Cactus shoppi Coffee & More To Go corner.



... food to enjoy at home. De Schnékert Traiteur at Cactus Howald has an excellent range of ready-to-eat dishes.



Cactus



Our Labels

Founded in 1996 by Convis and Cactus with the aim of removing beef from anonymity and creating a climate of trust for consumers by marketing high-quality beef – 147 local farmers belong to this scheme today. All the partners involved in this production chain are bound by a Charter, which focuses in particular on respect for nature and animal welfare. Traceability from birth to supermarket shelf, a healthy diet for the animals as well as short supply chains guarantee that this is top-quality meat.



Like the beef label, this label also focuses on quality, animal welfare, traceability and fair pay for producers so that this poultry production can remain sustainable in the Grand Duchy over the long term. With five young poultry producers in the scheme, this is small-scale poultry rearing as an alternative to industrial chicken farming.



Produce that owes its exceptional flavour to the terroir, climate and know-how of local producers. The “Eist Uebst a Geméis” label brings together twelve fruit farmers and market gardeners from the Luxembourg/Trier area. In 2019, Eist Uebst a Geméis producers and Cactus were awarded the German Federal Ministry's prize for innovation in horticulture.



This label was set up by Cactus and Convis with the aim of promoting organic meat from young calves reared on small local farms and sold exclusively at Cactus. Today, 22 farmers belong to this scheme.



The “Zesummen fir eis Bio Baueren” label is the name of the local land-flour-bread production chain which aims to showcase and promote local organic farming.

 **Cactus**
Nëmmen dat Bescht

 **Cactus**



Our Values

MIR MAACHEN « HAUSGEMAACHT » SPEZIALITÉITEN AUS IWWERZEEGUNG!

In our **four production units** – charcuterie, patisserie, coffee roasting and ready-to-eat food – we're committed to producing **top-quality products** only, and to do this while **avoiding** as far as possible **all chemicals**, additives and other preservatives.



MIR SINN HOUFREG OP EIS REGION!

We're committed to **supporting regional agriculture** by sharing with you our passion for the very best produce from the Greater Region's farms, orchards and vineyards



MIR GI MAT BEGEESCHTERUNG DAT BESCHT FIR ALL CLIENT!

We're committed to providing you with the best products to satisfy all your requirements while serving you with passion and a smile. **A high-quality, diversified offer to fit every budget.**



MÉI NO BEI IECH!

As well as the excellent service from our sales staff and opening hours that fit with modern living, for us being **close to our customers** means that the vast majority of the local population now has, or will have in the near future, a **local Cactus store less than 10 minutes away.**



MIR FANNE BIO LOGESCH!

We're committed to **providing you** with the very **best organic product** for all your needs. No GMOs, no pesticides, no artificial fertilizers – and no compromise!



MIR SI FAIR AM ËMGANG!

We're committed to **respecting every individual** and we're mindful of our social responsibility.



MIR SETZEN EIS FIR MÉI LIEWENSQUALITÉIT AN!

With our Cactus 55-hectare natural woodland reserve, 1,500 m² Cactus pond, Cactus orchards, beehives, solar energy, responsible, sustainable fishing and Cactus hobbi natural gardening, we're fully **committed** to doing everything we can to protect the **environment**



MIR FËRDERE JONK TALENTER!

At Cactus we're committed to **contributing to the Greater Region's economic development** in general and to supporting innovation and local start-ups in particular. As an entrepreneurial and innovative group, it goes without saying that we firmly believe that the entrepreneurs of today should **support the entrepreneurs of tomorrow!**



Whether in our supermarkets, production facilities or restaurants, we've been sharing with our customers the same passion for the very finest quality since 1900.
Cactus, Nëmmen dat Besch.



Cactus





Our Partners

CACTUS, A BRAND SHOWCASE AND PARTNER



Hervé Mons
Aged Cheeses

Lego Department
at Cactus Belle Etoile



Whisky Department
at Cactus Belle Etoile

CACTUS, A PARTNER FOR INTERNATIONAL RETAILERS



CACTUS, A PARTNER FOR LOCAL BUSINESSES





Our Social and Sustainable Environment Commitments

Since the founding of our company, we've been committed to helping the most disadvantaged by making contributions through funding, publicizing and using our human and organisational resources. All our philanthropic work has been brought together and is run under the name Cactus Charity.

This social project aims to help those who need it most and also to encourage our customers to get involved with social initiatives. So, anyone with a customer loyalty card can convert their loyalty points into donations to six social and humanitarian organisations, well-known for their serious commitment and which Cactus has been supporting for many years.



What's more, we sell several socially-responsible products in our stores, thereby supporting, for example, school building projects in Africa.

Protecting the environment and promoting sustainable development are also very dear to our heart. So, we focus on using green energy in our stores and print our leaflets on FSC-certified paper. Some of our stores are equipped with solar panels, and beehives have been introduced to several areas of land belonging to the Group.

VALORLUX
ecotrel



 **Cactus**



To transport shopping sustainably.

What we aim to achieve for sustainable development for the future is integrated in a multiannual action plan, the Cactus Natierlech plan, which involves all our divisions and all our employees.



An organic Fairtrade cotton cool bag for our customers' frozen shopping.



Superbag, PET bags to help our customers use loose self-serve dispensers.



Quick and simple: " Take a 100% biodegradable paper bag, help yourself choosing from over 30 different cereals, seeds and organic coffee beans, weigh your items and then attach your label. "



A handy bag, with the special Cactus design, certified organic cotton and Fairtrade for shopping on the move.



The recent introduction of Sodasan products – now you can clean your home but in an environmentally responsible way.

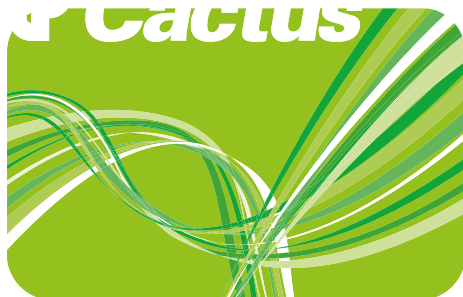


Our reusable mug introduced in 2019 €0.20 off every hot drink to go.

 **Cactus**

Our Community

So much more than a supermarket or restaurant,
what most sets us apart is the direct relationship
we have with our customers!



Our Cactus Customer Loyalty Card was launched in 2009 and over 230,000 people have one. It is simple to use and collecting points is transparent. When we run loyalty card promotions, will it be coupons and gift vouchers or donations via our Cactus Charity programme? It's up to the customer to decide.



February 2020: the 1st Cactus Bëschlaf by Spiridon! Cactus Bëschlaf – a fun run through the Kockelscheuer Forest. Because Nëmmen dat Besch is not just about fresh food products – it's also about events which help improve everyone's quality of life.

What's more, for each person who registers for the run, Cactus will donate €2.50 to a charitable association that is part of Cactus Charity.

Relaxed and friendly, our after work events are an excellent way of having direct contact with our customers, by organising themed evenings such as, for example, how to make sushi.



Cactus, LOA Luxembourg Open Air Festival Sponsor
Combining quality and quality of life: joy, good humour and dancing over two days – a way of sharing good times with our customers.



When conviviality meets know-how. It's not enough to buy high-quality products, you also then need to know how to make the most of them. We invite our customers to take part in cookery courses with professional chefs.



Passionate about wine? Then Cactus is the place for you. Not only do we have the largest wine boutique in the country, but we also give our customers the opportunity to join our Club Vin sur Vin: wine tasting courses and trips with our customers to visit the best of Bordeaux and European vineyards together.



Over recent years, social media has really taken off.

Stay tuned - our customers can follow us using the following media:

My Cactus blog - Instagram
Facebook - Youtube - LinkedIn

mycactus. YouTube



mycactus.

A place to meet and share news about top-quality food and sustainable trends
Tips, recipes and information about responsible products as well as action to support sustainable development form the core of the texts we share with our subscribers.

Cactus

Building the Future Today

Expansion of the
Cactus shoppi
convenience store
franchise network.

With Cactus Roodt/Syre,
another new generation
store will be located in
eastern Luxembourg.
We'll also be opening
a restaurant to make
shopping even more
enjoyable for our
customers.

Funding construction of a
recycling centre in Peru at
a Fairtrade organic banana
cooperative. The plastic used
to protect the bananas before
harvesting is processed here
to make corner pieces to
attach boxes to pallets for
transportation.

Cactus Esch/Lallange,
a future new urban
shopping centre with
a local hypermarket.



Our Favourites

As a showcase for brands, launching or offering a **sneak preview** of innovations from the local or international food industry is our pride and passion.

Cactus and the Hotel Management and Tourism School: a dynamic partnership that aims to **promote excellence** in the catering and food industry professions.

By selling Fairtrade roses, **we're supporting fair trade** by guaranteeing a stable income to farmers in Africa.

In the heart of **Parc Merveilleux** in Bettembourg, the very young can play and have fun in the educational playground **with our mascot Yuppi**.

Love Food, Stop Waste!

By optimising our ordering systems, our partnerships with social grocery stores, discounting products with short use-by dates, as well through the support we give to various projects in the Grand Duchy, **we are giving our unsold items a second life while considerably reducing our waste.**

Since 2008, the only **coffee** served in all our bars, restaurants and canteens is **Bruno Bio Fairtrade**.

We support the Grand Duke and Grand Duchess Foundation project, "**Stand Speak Rise Up!**" by selling a fundraising product "**Chouchous du Coeur**", chocolate produced in the Tricentenaire sheltered workshops.

We print our advertising materials on **FSC-certified paper**.

We were the pioneers in saying **NO to selling glyphosate!** Because protecting the environment concerns us all!



 **Cactus**