



MEDIA RELEASE
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The Co-op crowned NRA Multichannel Retailer of the Year

The Co-op has been named Multichannel Retailer of the Year at the 2015 National Retail Association (NRA) Rewards for Excellence during an elaborate 'Mad Hatter' themed awards dinner in Melbourne overnight. This prestigious award highlights just how far the Co-op has come on its business transformation journey, which began less than three years ago.

"We are absolutely delighted to receive this award," commented Peter Knock, the Co-op's Chief Executive Officer. "This is a major win for the Co-op and a true credit to the hard work the entire Co-op team has put into creating an innovative and unique multichannel retailer."

These awards recognise the best of the best in the retail industry, acknowledging elite individuals and businesses who have consistently proven to be thought-leaders in their field, and who are setting a whole new standard of excellence in the sector.

Despite increasing shifts in the retail industry, the Co-op has adopted a number of strategic measures to transform the future of multi-channel retailing. After extensive market research into the concerns, needs and wants of the modern day consumer, the Co-op formulated a strong multichannel strategy focused towards delivering an outstanding customer-centric multichannel retail experience including organic, customer relationship, and digital marketing channels.

The Co-op's industry leading and innovative strategy allows their consumers to interact with their brand 24/7, however they want, wherever they want. This is a key reason the business was awarded this year's NRA Multichannel Retailer of the Year.

The Co-op has evolved to become one of Australia's premier multichannel retailers with 60 stores, a membership base of 1.8 million members and a digital footprint that has more than doubled in sales over the past two and a half years.

"Our transformation journey is something that is ongoing, and gaining this industry recognition only further bolsters the Co-op's commitment to achieving our goal of becoming the most innovative member-owned retailer in the world," Mr Knock stated. "We are so excited about the future, with all of us here at the Co-op working tirelessly to improve our Member experience and the multi-channel retail experience as a whole."

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For further information or to request an interview with Peter Knock, please contact Loretta Rezk, phone: (02) 9325 9602



About The Co-op:

- Australia's largest Member-owned retailer with over 1.8 million members
- Australia's largest campus retailer
- One of Australia's oldest online retailers (since 1996) - www.coop.com.au
- 2015 National Retail Association Multichannel Retailer of the Year Winner
- 2013 + 2014 Australian Retailers Association Multichannel Retailer of the Year Runner Up
- Australia's most innovative omni-channel retailer
- Australians preeminent source of knowledge for future leaders
- Formed in 1958, owned by members for members
- 59 stores nationwide and growing
- Lifetime membership (\$25 once off) open to everyone – extensive member benefits
- Multi-product retailer (includes computers, tablets, tech gear, apparel, fiction, non-fiction, gadgets and games)
- Co-info, one of Australia's largest locally-based full service academic library suppliers, dedicated to providing books, journals, eBooks and eMedia products from publishers worldwide for the academic, professional and library markets in Australia, NZ, Fiji and PNG