

**LIST OF SERVICES FOR FAST MOVING CONSUMER GOODS
FOR 2010**

Ljubljana, June 2010

1. MARKETING SERVICES

Activity
Ad in the campaign leaflet*: - 1/4 page - 1/3 page - 1/2 page
Advertising of products in PPA campaigns*
Purchase of advertising space for supplier's poster, leaflet, logo and prize cards
Degustation at a point of sale
Paper bags at the bread and bakery product department
Co-marketing activities
Setup of labels along finishes (applies only for finishes, intended for promotional activities)
Setup of shelves bands along finishes (applies only for finishes intended for promotional activities)
Promotions in halls
Promotion events in halls
In-house radio
In-house television
Advertising on security sensors
Advertising on shopping carts
Advertising on screens above Tik-Tak counters
Advertising on info kiosks
Advertising on the back of the thermal tape (on the receipt)
Advertising in the Uživajmo zdravo magazine and the M holidays club

* Does not apply to suppliers of fresh and dry fruit and vegetables, newspapers and magazines, suppliers delivering products to be used for external sale as well as special products (ecological, gourmet, local products, natural cosmetics), to suppliers of fresh fish, marketed in our fish departments, products for the supplementation of the offer, limited edition products, products in which the programme department has special interest for increasing the variety of the product range due to the product's specific features, and to suppliers delivering products to Hura discount stores.

2. SHELF SPACE MARKETING

A) ADDITIONAL EXPOSURE MARKETING

Activity
<p>Additional exposure:</p> <ul style="list-style-type: none"> - Display stand of usual dimensions in stores and tobacconists - Display stand of usual dimensions during a season (St. Valentine's, Easter and Christmas) - Test placement of the display stand - Display stand in front of counter/refrigerators - Models & dispensers in stores and tobacconists - Dispensers at fresh meat departments in stores - Dispensers for drinks and non-food products - Pallet - Pallet during seasonal products season - dry market programme (St. Valentine's, Easter and Christmas) - Finishing bay - Refrigerators for products of the market programme fresh (dairy products, meats, sandwiches, other) and freezers - Semi pallets - Drink refrigerators (standard, closed) - Drink refrigerators (large, opened, above 1 m in width) - Drink refrigerators, impulsive, in stores and tobacconists - Refrigerators (neutral) installed in the counter – double-sided

Note: Does not apply to product groups where positioning in regular shelf space is not possible and to product groups which are new and have no regular shelf space yet determined.

B) MARKETING OF PRODUCTS ON COUNTERS

1. POSITIONING OF CHEWING GUMS PER YEAR

Price for placement of chewing gums on the counter with regard to the shelf's level

Counter type/shelf level	Above the conveyor/opposite to the conveyor for large packaging	Opposite to the conveyor above	Opposite to the conveyor below	Children's spot	Frontal above	Frontal below
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2. FEE FOR POSITIONING OF CHEWING GUMS AND OTHER SMALL SWEET ARTICLES ON THE TOBACCONIST DEPARTMENT COUNTERS PER YEAR

	For chewing gums on the stands of different types	For small sweet articles on the stands of different types
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3. POSITIONING OF OTHER SMALL SWEET ARTICLES PER YEAR

Price for placement of small sweet articles (except chewing gums) on the counter with regard to the shelf's level

Counter type/shelf level	Above the conveyor	Opposite to the conveyor above	Opposite to the conveyor below	Children's spot	Frontal above	Frontal below
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4. FEE FOR POSITIONING OF ENERGY DRINKS – SHOTS ON COUNTERS PER YEAR

Counter type/shelf level	Opposite to the conveyor above
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5. PLACEMENT OF STANDS ON THE COUNTER

- Stand along the conveyor – larger dimensions (above 45 cm)
- Stand along the conveyor – smaller dimensions (less than 45 cm)

6. PLACEMENT OF ADDITIONAL EQUIPMENT ALONG FINISHES OF GONDOLAS, FOR A LONGER PERIOD (6 MONTHS)

- Stand of 170 cm in height and 50 cm in width
- Stand of 40 cm in height and 50 cm in width

7. POSITIONING OF PRODUCTS ON COUNTER ELEMENTS FOR NON-FOOD PRODUCTS OF THE MARKET PROGRAMME

C) MARKETING FOR SUPPLIERS OF TOBACCO, TOBACCO PRODUCTS AND SMOKING ACCESSORIES PER CALENDAR YEAR

1. CIGARETTE STAND WITH AN INTERIOR SIGN (applies for all cigarette stands)

2. POSITIONING (LINE) IN CIGARETTE STANDS

3. SPACE SHARE AND INTERIOR SIGN SETUP IN TOBACCO CORNERS OF HYPERMARKETS

- 1% of shelf space for cigarettes
- Interior sign setup within the tobacco corners

4. CIGAR STANDS (HUMIDORS) IN TOBACCO CORNERS IN HYPERMARKETS.

- large humidor/tobacco corner
- small humidor/tobacco corner

5. CAMPAIGNS RELATED TO SALE

Activity
Weekly campaigns related to sale*

* Actions are implemented in line with the law

6. PLACEMENT OF SMOKING ACCESSORIES (LIGHTERS)

3. INTRODUCING NEW PRODUCTS

- Placement of a new product in the entire retail network
- Placement of a new product in hypermarkets
- Placement of a product from Hura to the entire network
- Placement of a product from hypermarkets to the entire retail network
- Placement of products in specialised stores

Note: The fee is not charged for various special products, gourmet items, niche products, fruit and vegetables programme products, fresh meat, newspapers, magazines, seasonal products, ecological products, special food products, limited edition products and products in which the programme department has special interest for increasing the variety of the product range due to the product's specific features or replacing the existing products, and products within the product range of Hura discount stores.

General advertising conditions available in all in-house media in Mercator are an integral part of this price list and are presented as Annex No. 1, but do not apply to point C (fee for suppliers of tobacco, tobacco products and smoking accessories) within the tariffs of fees for shelf space.

The Tariffs of Fees apply as of 1/6/2010; the pricelist for October 2009, which was valid from 31/12/2009, is hereby terminated.

m.p., Jože Sadar
Mercator Operations Slovenia,
Category Management,
Logistics and Internal Production,
Senior Executive Director

Annex No. 1 General advertising conditions available in all in-house media in Mercator

1. SECURITY SENSORS

- a) Advertising according to locations is possible (one or several locations can be chosen for advertising purposes)
- b) The lease is limited to 1 month (the longest advertising period is 1 month, the lease can be extended if the space is not reserved)
- c) In advertising on security sensors we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- d) The reservation must be made at least 3 months prior to the initiation of advertising.
- e) Two partners can advertise within one location at the same time (the advertising expense is therefore proportionally distributed)
- f) In case a partner decides to produce materials via Mercator, this is charged € 80 per piece.
- g) When placed, the placement is charged €50 per location in Mercator Center, and € 30 per location in Trgovski Center.
- h) A partner can lease as many security sensors at one location as he wants.
- i) If a partner decides for a lease shorter than 1 month, the price is proportionally reduced.
- i) Advertising is possible only upon preliminary reservation or if the space is not reserved.

2. SHOPPING CARTS

- a) Advertising is not possible according to locations, whereby the minimum amount of lease is 1,000 carts (several locations that together contain 1,000 carts but not less than 50 at one location, can be selected for advertising).
- b) In advertising on shopping carts we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- c) The reservation must be made at least 3 months prior to the initiation of advertising.
- d) The shortest advertising period is 1 month, the term can be extended if the space is not reserved.
- e) The longest advertising period is 3 months.
- f) Advertising is possible only upon preliminary reservation or if the space is not reserved.

3. IN-HOUSE TELEVISION

- a) Advertising according to locations is possible (one or several locations can be chosen for advertising purposes)
- b) The lease is limited to 1 month (the longest advertising period is 1 month, the lease can be extended if the space is not reserved)
- c) In advertising on in-house television we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- d) The reservation must be made at least 3 months prior to the initiation of advertising.
- e) The frequency of playing ads depends on the vacancy of space, whereby the price list is formed on the basis of the ad length and not on the basis of frequency, which can be high or low, the price, however, does not change.
- f) Advertising is possible only upon preliminary reservation or if the space is not reserved.

4. SCREENS ABOVE TIK-TAK COUNTERS

- a) Advertising according to locations is possible (one or several locations can be chosen for advertising purposes)
- b) The lease is limited to 1 month (the longest advertising period is 1 month, the lease can be extended if the space is not reserved)
- c) In advertising on screens above tik-tak counters we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- d) The reservation must be made at least 3 months prior to the initiation of advertising.
- e) The frequency of playing ads depends on the vacancy of space, whereby the price list is formed on the basis of the ad length and not on the basis of frequency, which can be high or low, the price, however, does not change.
- f) Advertising is possible only upon preliminary reservation or if the space is not reserved.

5. INFO KIOSKS

- a) Advertising according to locations is possible (one or several locations can be chosen for advertising purposes)
- b) The lease is limited to 1 month (the longest advertising period is 1 month, the lease can be extended if the space is not reserved)
- c) In advertising in info kiosks we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- d) The reservation must be made at least 3 months prior to the initiation of advertising.
- e) The frequency of playing ads depends on the vacancy of space, whereby the price list is formed on the basis of the ad length and not on the basis of frequency, which can be high or low, the price, however, does not change.
- f) Advertising is possible only upon preliminary reservation or if the space is not reserved.
- g) Advertising in info kiosk is targeted, which means that it is intended for specific communication of ad messages.
The following shall be advertised on the mentioned media:
 - Mercator's projects, referring to products that are present at the department concerned;
 - Promotional sales activities of Mercator;
 - Suppliers' activities, strictly related to an individual department within the shelf space;
- h) Info kiosks are not intended for advertising of external partners that have the intention of advertising activities, services and products that are not strictly related to the presence of an info kiosk in a specified product group.

6. IN-HOUSE RADIO

- a) Advertising according to locations is possible (one or several locations can be chosen for advertising purposes)
- b) The lease is limited to 1 month (the longest advertising period is 1 month, the lease can be extended if the space is not reserved)
- c) In advertising on in-house radio we do not give any discounts for natural or legal entities, we do not give any discounts for larger quantities of lease.
- d) The reservation must be made at least 3 months prior to the initiation of advertising.
- e) The frequency of playing ads depends on the vacancy of space, whereby the price list is formed on the basis of the ad length and not on the basis of frequency, which can be high or low, the price, however, does not change.
- f) Advertising is possible only upon preliminary reservation or if the space is not reserved.