

# Wie die REWE den Leberkäse digitalisiert...



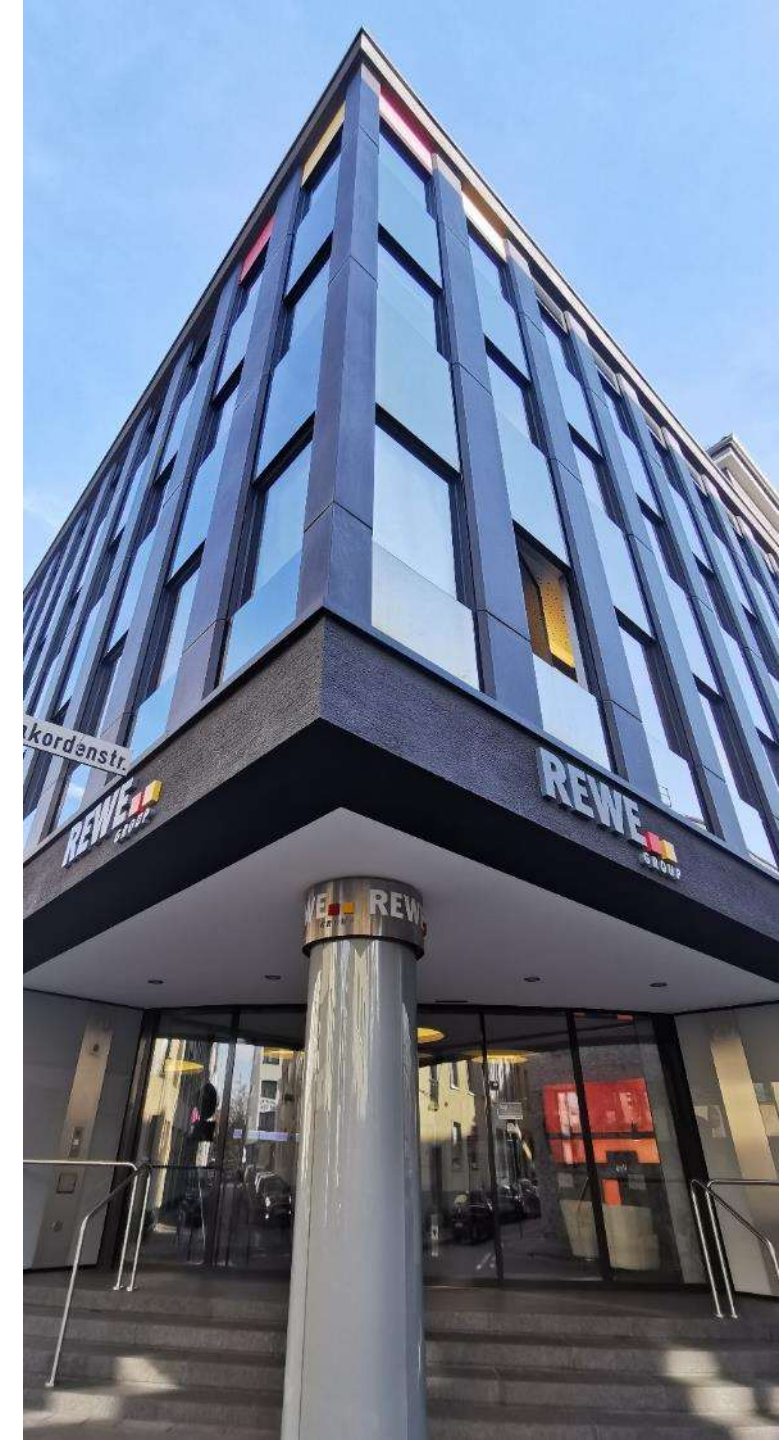
→ **01** Company

# REWE Group – At home in trade and tourism

As a trade and tourism group, we are part of your world every day: whether it is for food shopping, DIY and garden products, snacking on-the-go or the next holiday.

REWE Group comprises REWE, BILLA, the discounter PENNY, toom Baumarkt DIY stores and BIPA drugstores, as well as Lekkerland Group, the specialist for snacking on-the-go.

DER Touristik Group, as the tourism division of REWE Group, is one of Europe's leading travel and tourism groups. It relies on brand diversity, meets customer wishes individually and has a strong diversified sales network.



# Retail International

## Retail companies of REWE International AG

With more than 2,570 stores operated by its retail companies **BILLA**, **PENNY**, **BIPA** and **ADEG** as well as the online stores of BILLA and BIPA, REWE International AG is Austria's leading local supplier in food and drugstore retailing. With around 46,600 employees, the company is also one of Austria's largest employers.

From its headquarters in Wiener Neudorf, REWE International AG not only manages its Austrian business, but also the international food retail affairs of REWE Group (Organisational Unit Retail International).

Via supermarket retail brand BILLA the company is represented in Bulgaria, Czech Republic, Russia\*, Slovakia, and Ukraine, via discount retail brand PENNY in Czech Republic, Hungary, Italy and Romania, with the supermarket IKI in Lithuania and with the drugstore retail brand BIPA in Croatia. →

**Our sales brands**

*\*On May 19th, 2021, BILLA Russia GmbH and Lenta LLC signed an agreement on the divestment of BILLA Russia. The agreement is subject to the approval of the Russian competition authority.*



# International business REWE International AG

## Stores in

**AUSTRIA** BILLA, PENNY, BIPA, ADEG, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, BILLA REISEN · **BULGARIA** BILLA · **CROATIA** BIPA · **CZECH REPUBLIC** BILLA, PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, EXIM TOURS, FISCHER GROUP · **HUNGARY** PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN · **ITALY** PENNY · **LITHUANIA** IKI · **ROMANIA** PENNY, DERTOUR · **RUSSIA** BILLA · **SLOVAKIA** BILLA, DERTOUR, JAHN REISEN, MEIERS WELTREISEN

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# Retail International in figures

Successful in Austria and internationally



**18,75**

bn euros  
total external revenue  
2020



**95.000<sup>1</sup>**

employees  
2020



**4.480<sup>2</sup>**

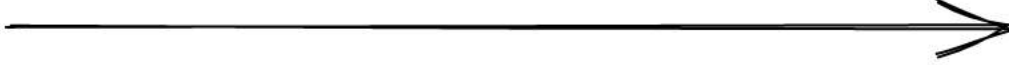
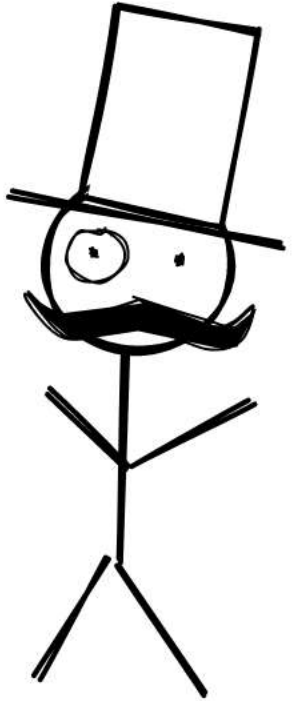
stores  
2020

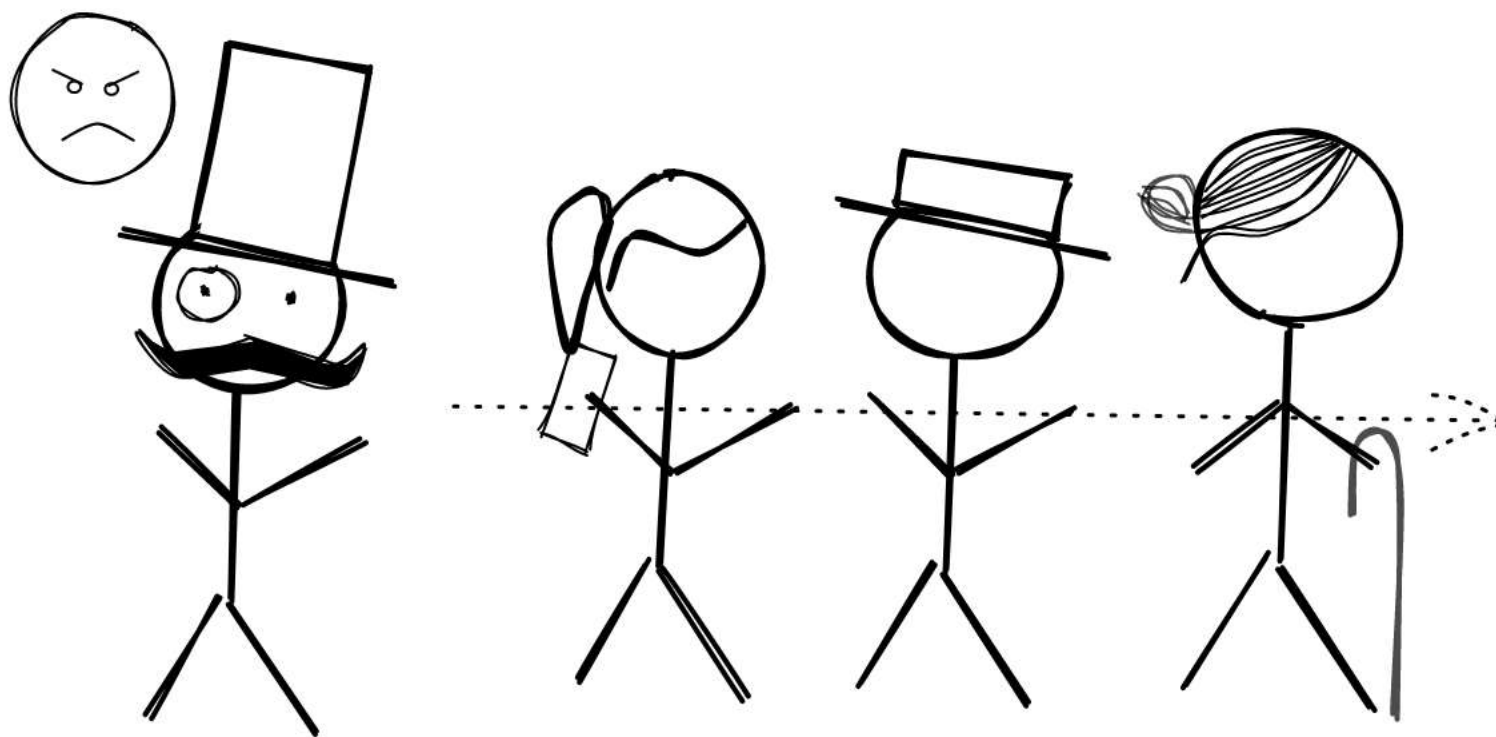
<sup>1</sup> about 46,500 in Austria

<sup>2</sup> More than 2.570 in Austria

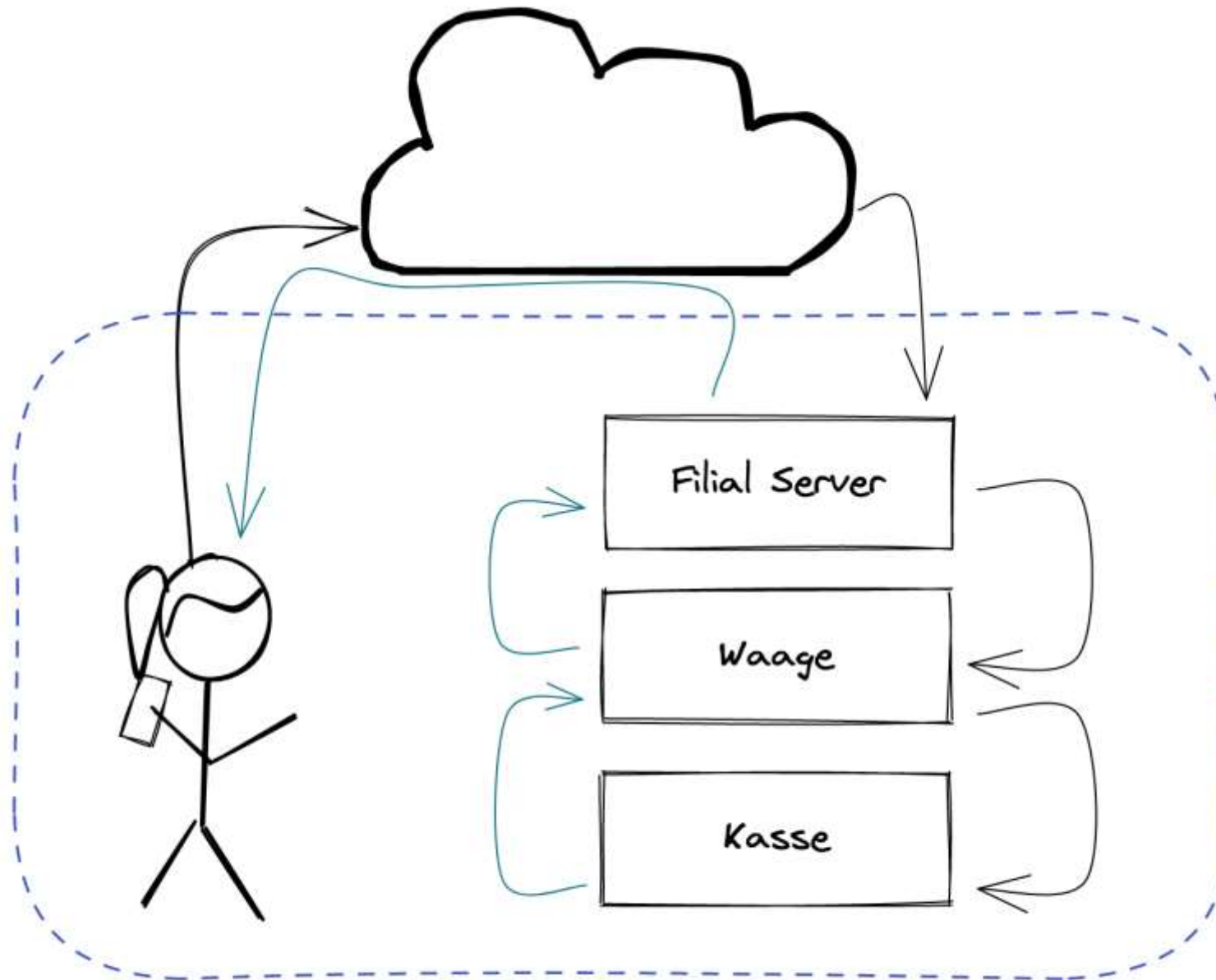


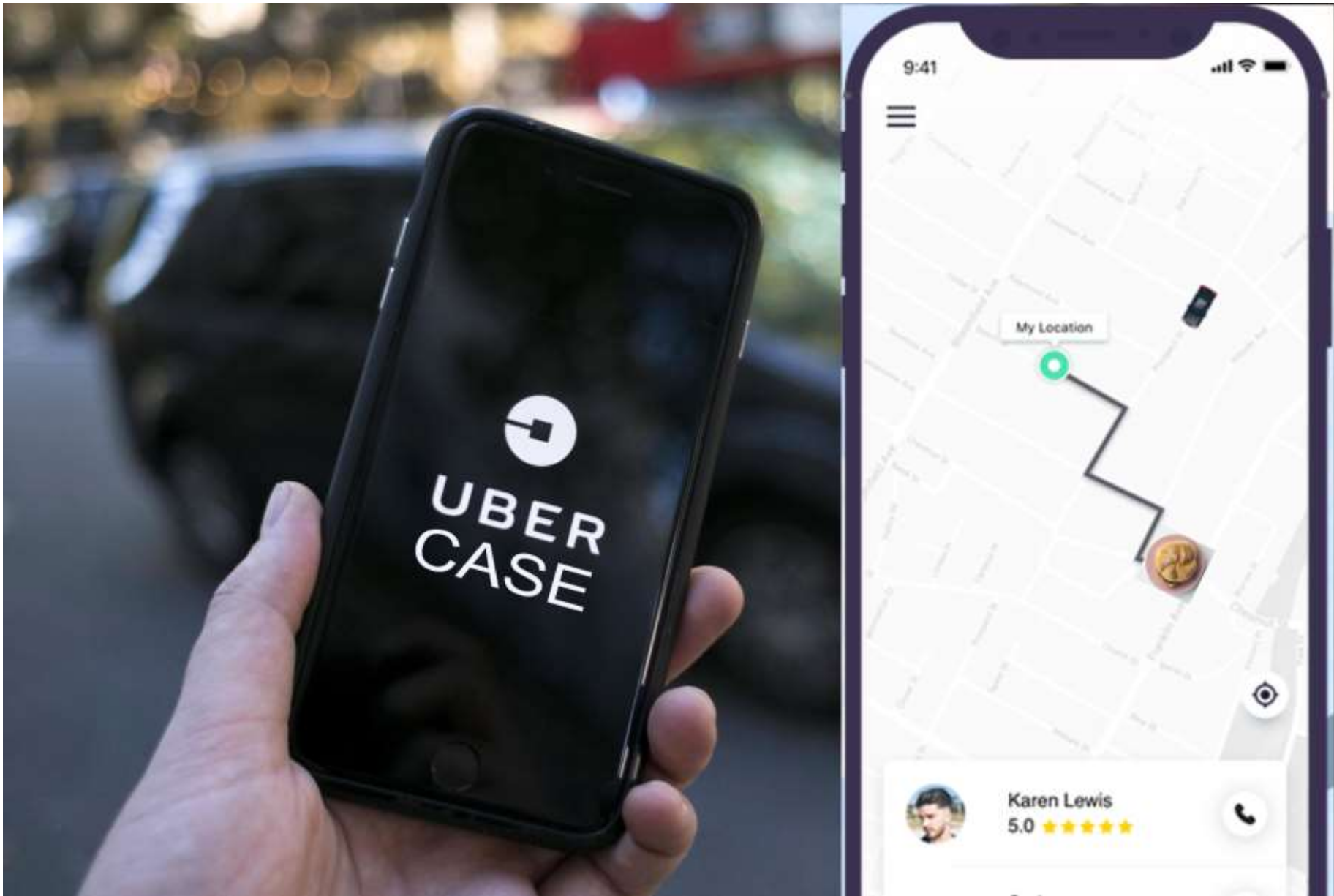
**VOLLER  
LEBERKÄS**













# NFT

