

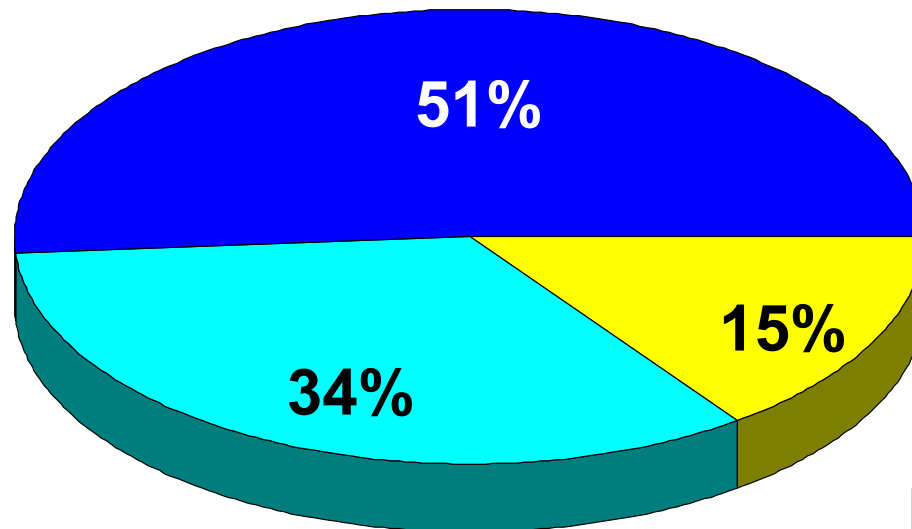
KESKO

- **Marketing and logistics company developing retail concepts and operating models**
- **Commercial profit divisions: Foodstuffs, Home and Speciality Goods, Builders' and Agricultural Supplies**



NET SALES BY CUSTOMER GROUP

Wholesale sales to K-retailers
(1,800)



Wholesale sales to B to B customers
(30,000)

Retail sales to
consumers

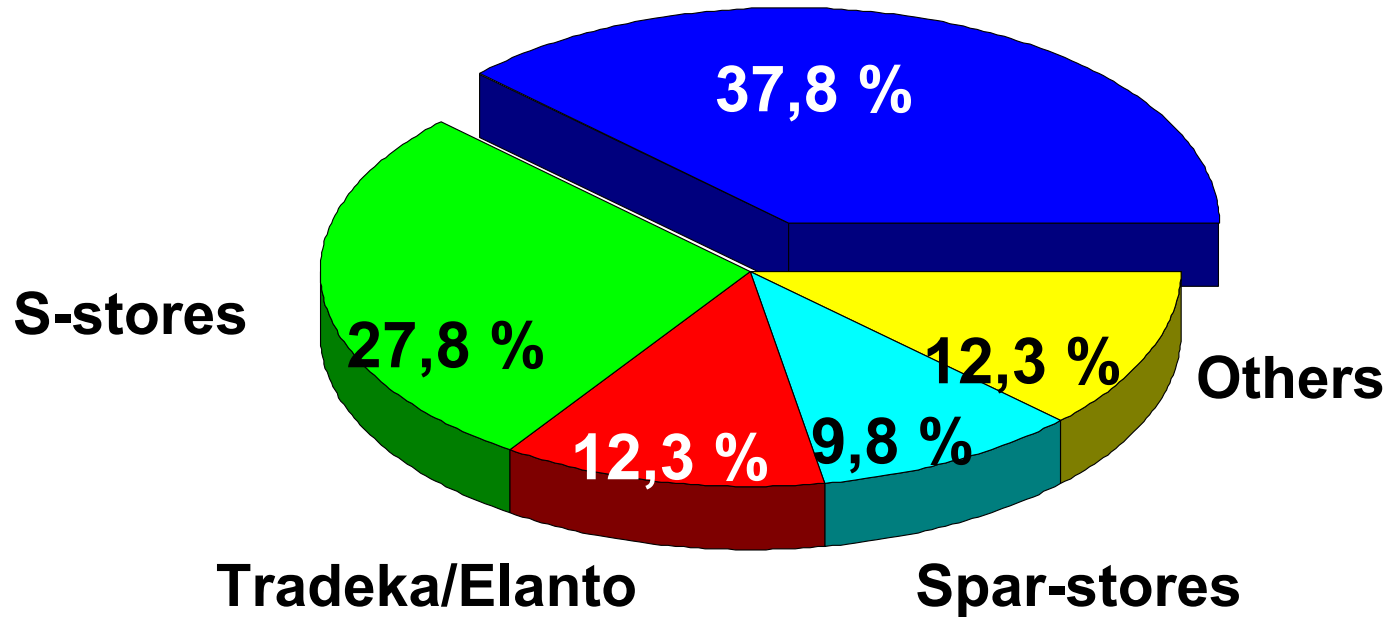
TOTAL NET SALES in 1999 EUR 6.1 billion



MARKET SHARE FOODSTUFF



K-stores



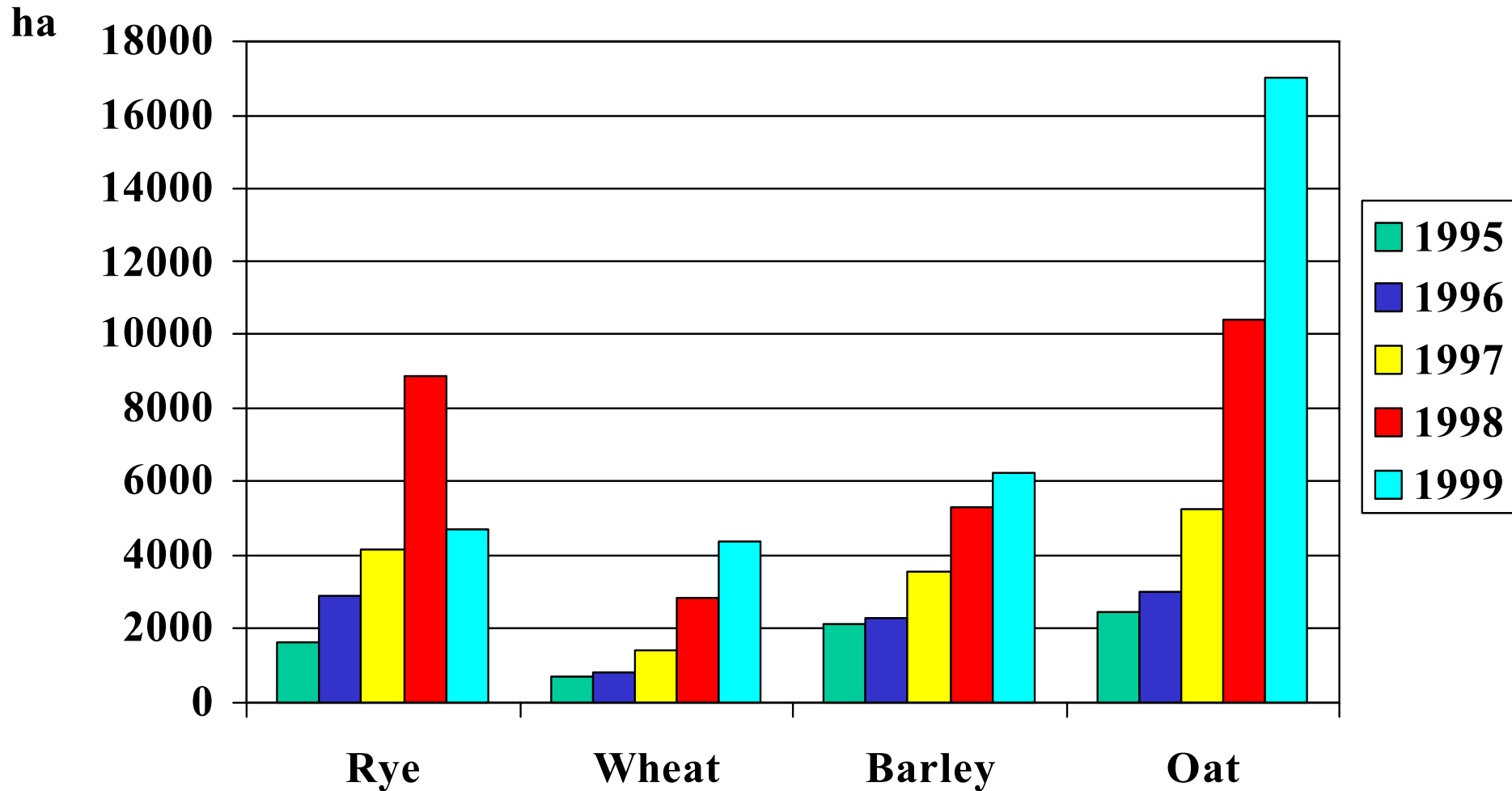
Total foodstuff market in Finland EUR 9.6 billion (1999)



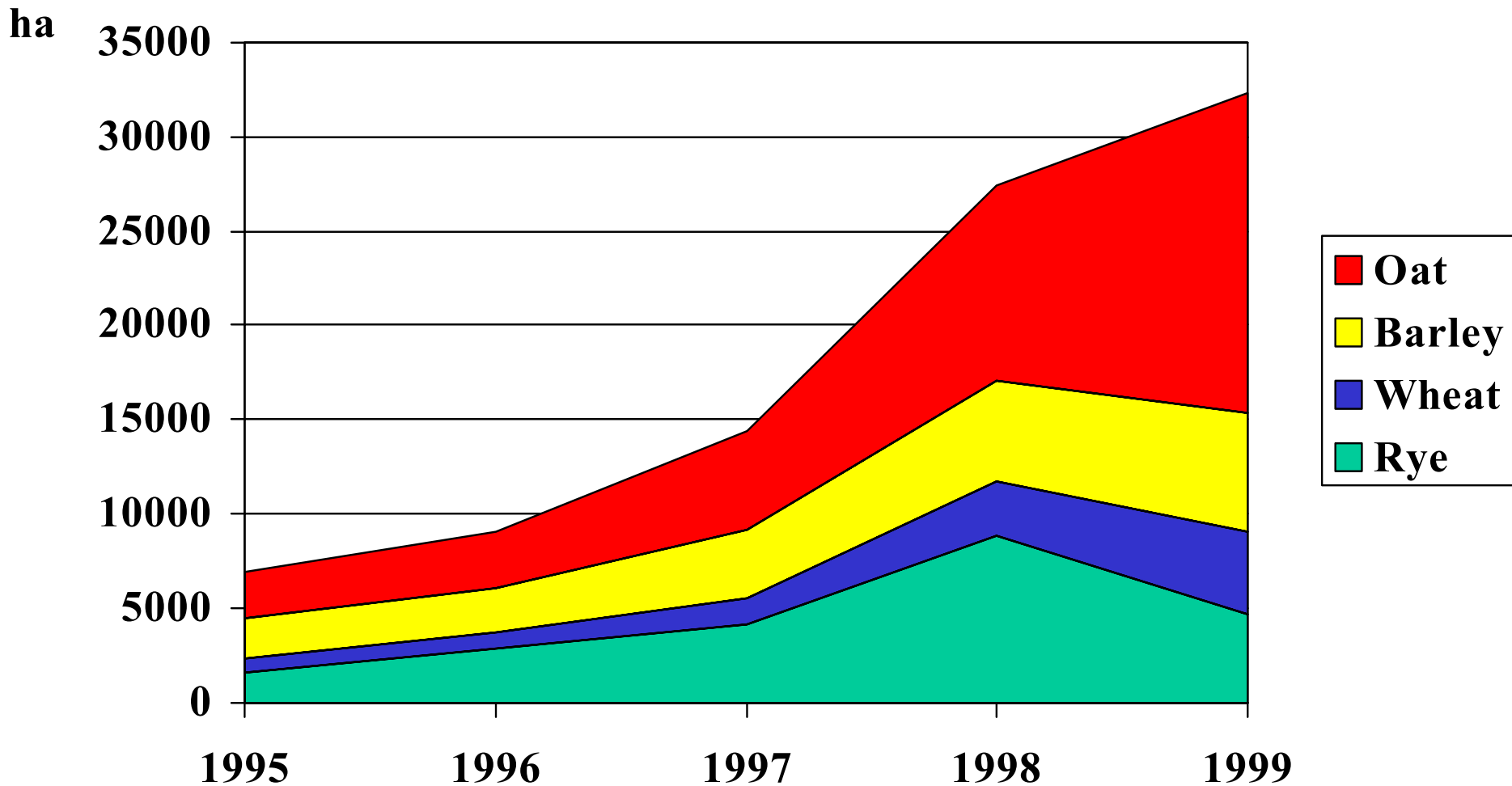
THE ORGANIC PRODUCTION IN FINLAND



Organic Production of Cereals 1995-1999



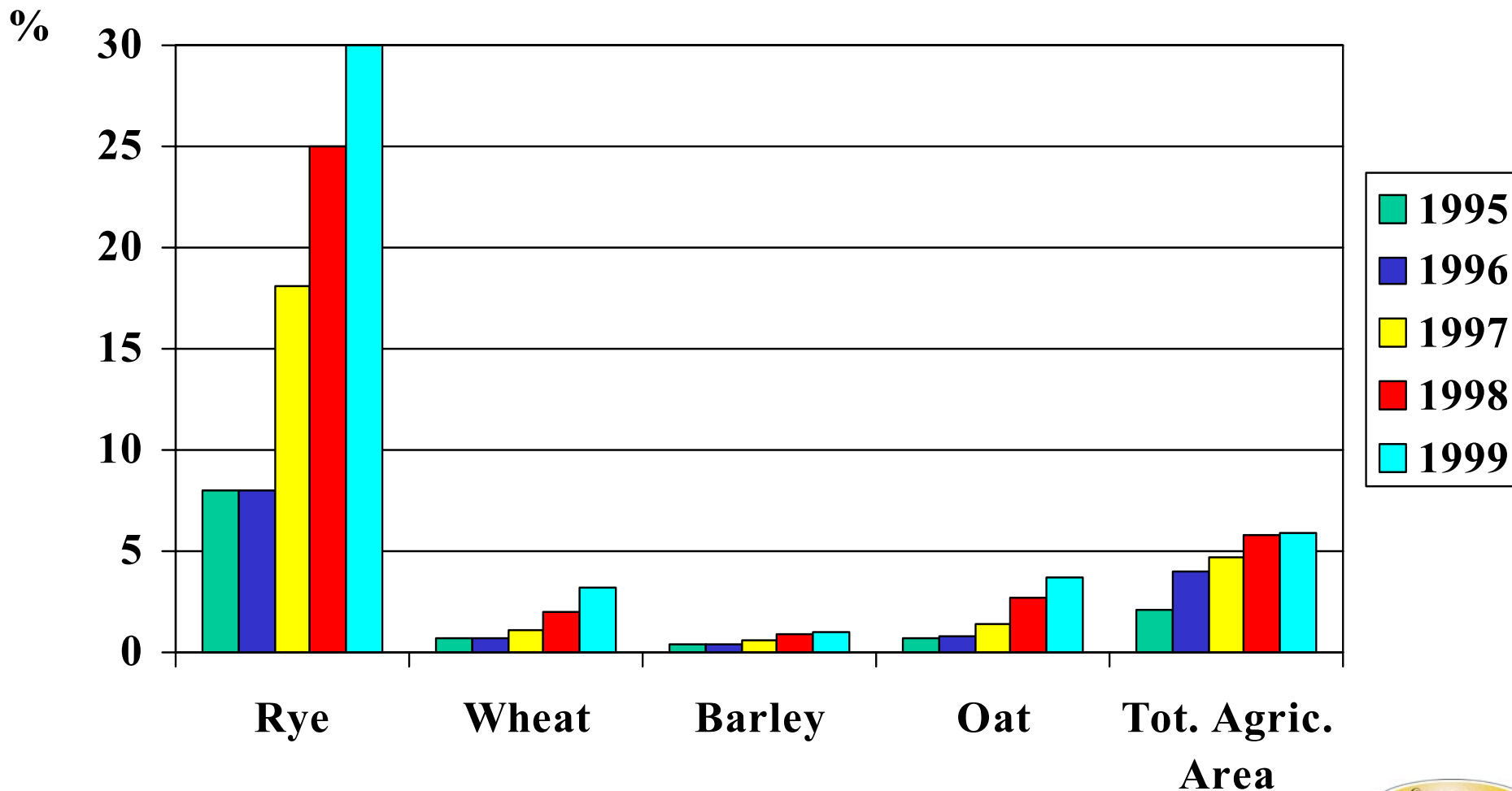
Organic Production of Cereals 1995-1999



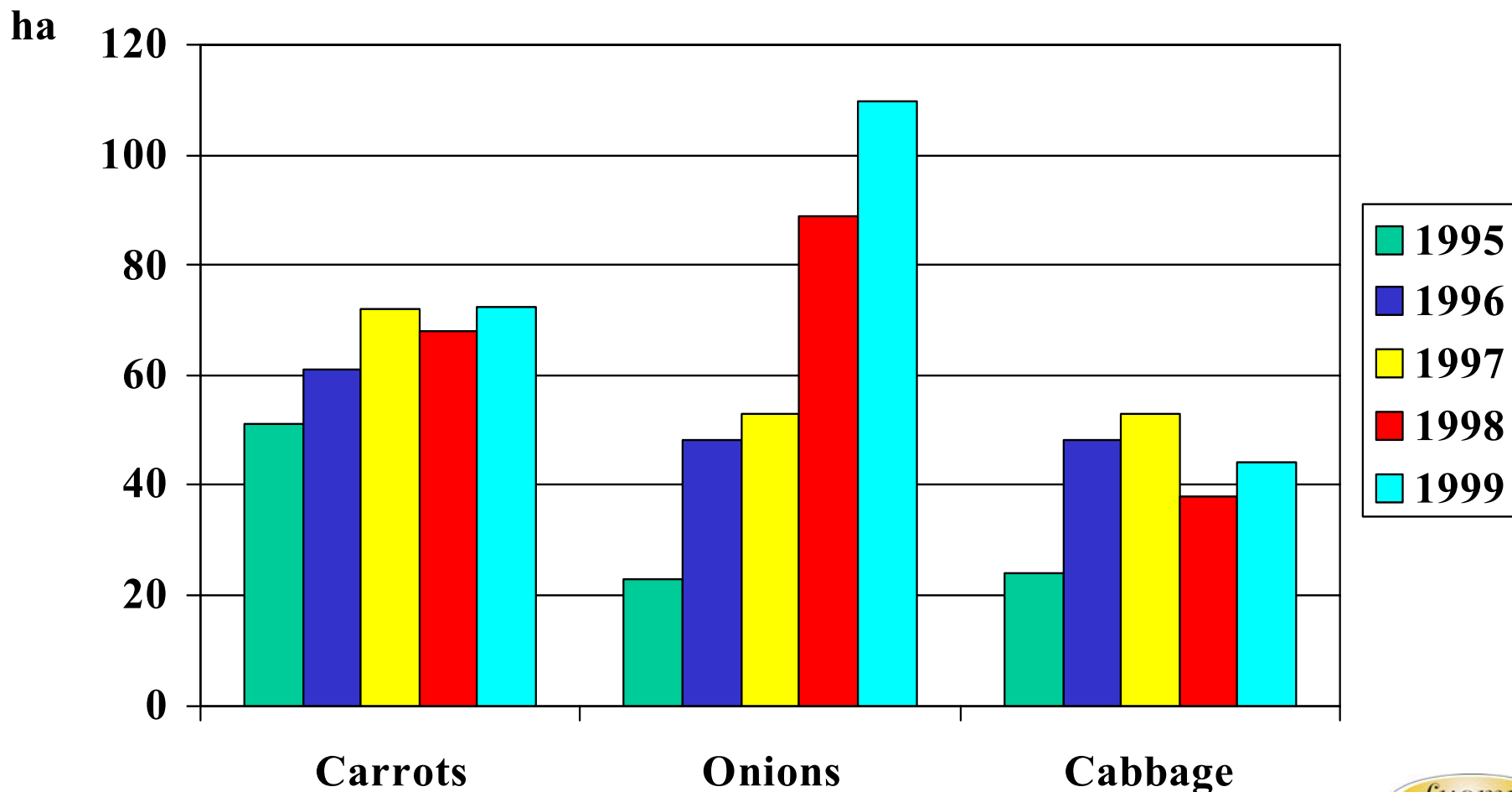
SOURCE: PLANT PRODUCTION INSPECTION CENTRE
Controll of Organic Farming



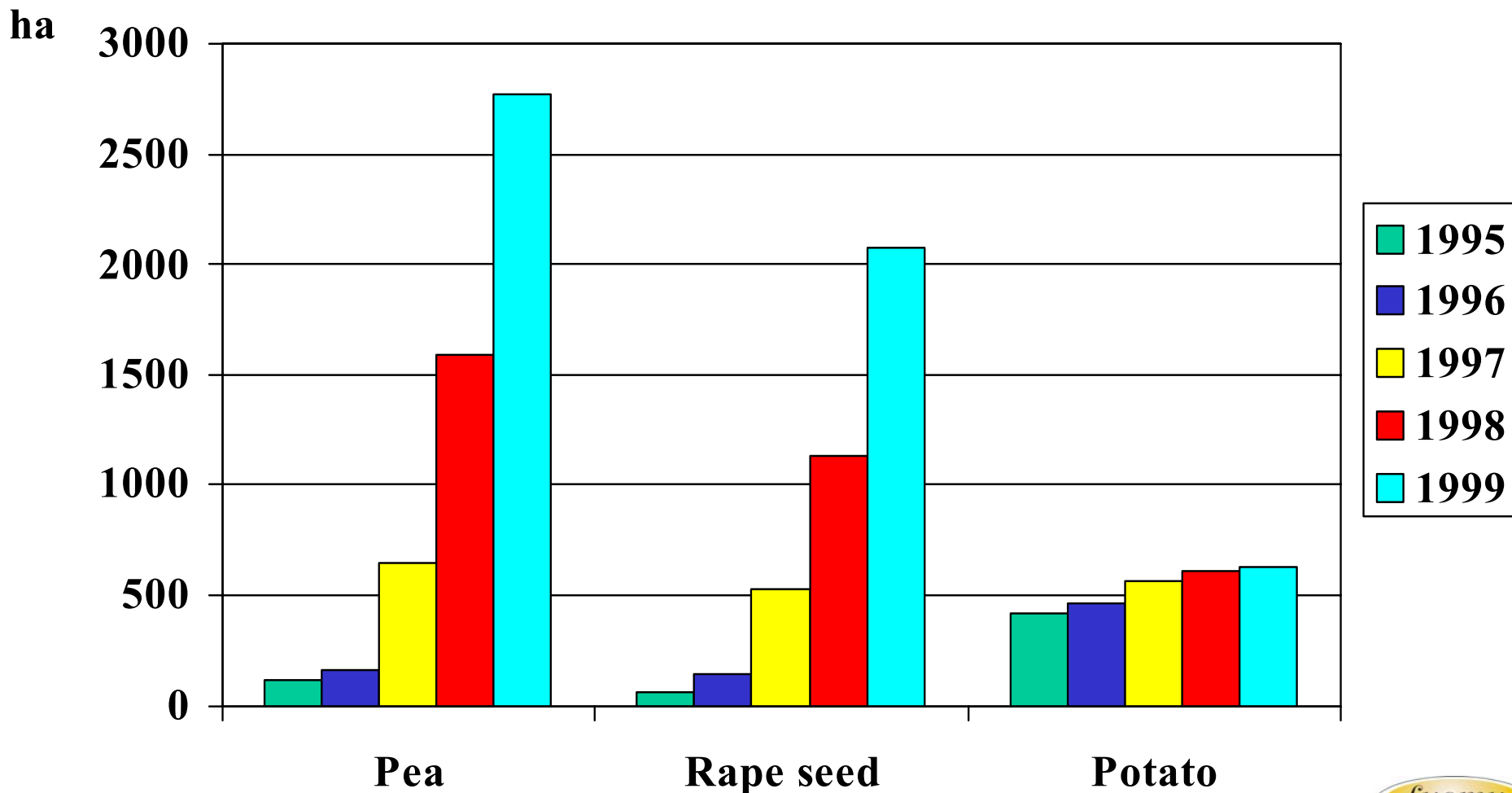
Organic Production (%) of Total Production Area of Cereals 1995-1999



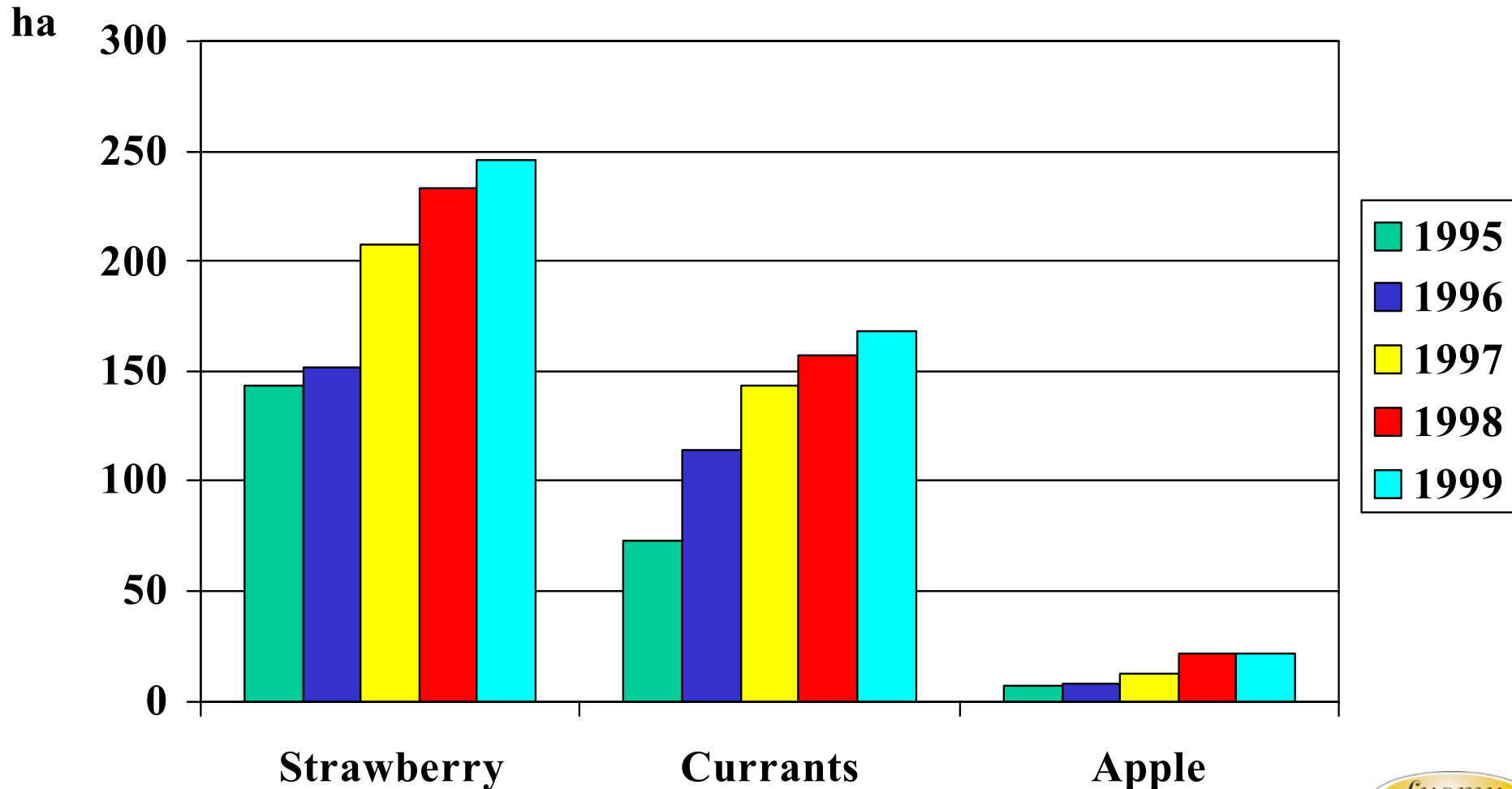
Organic Production of Carrots, Onions and Cabbage 1995-1999



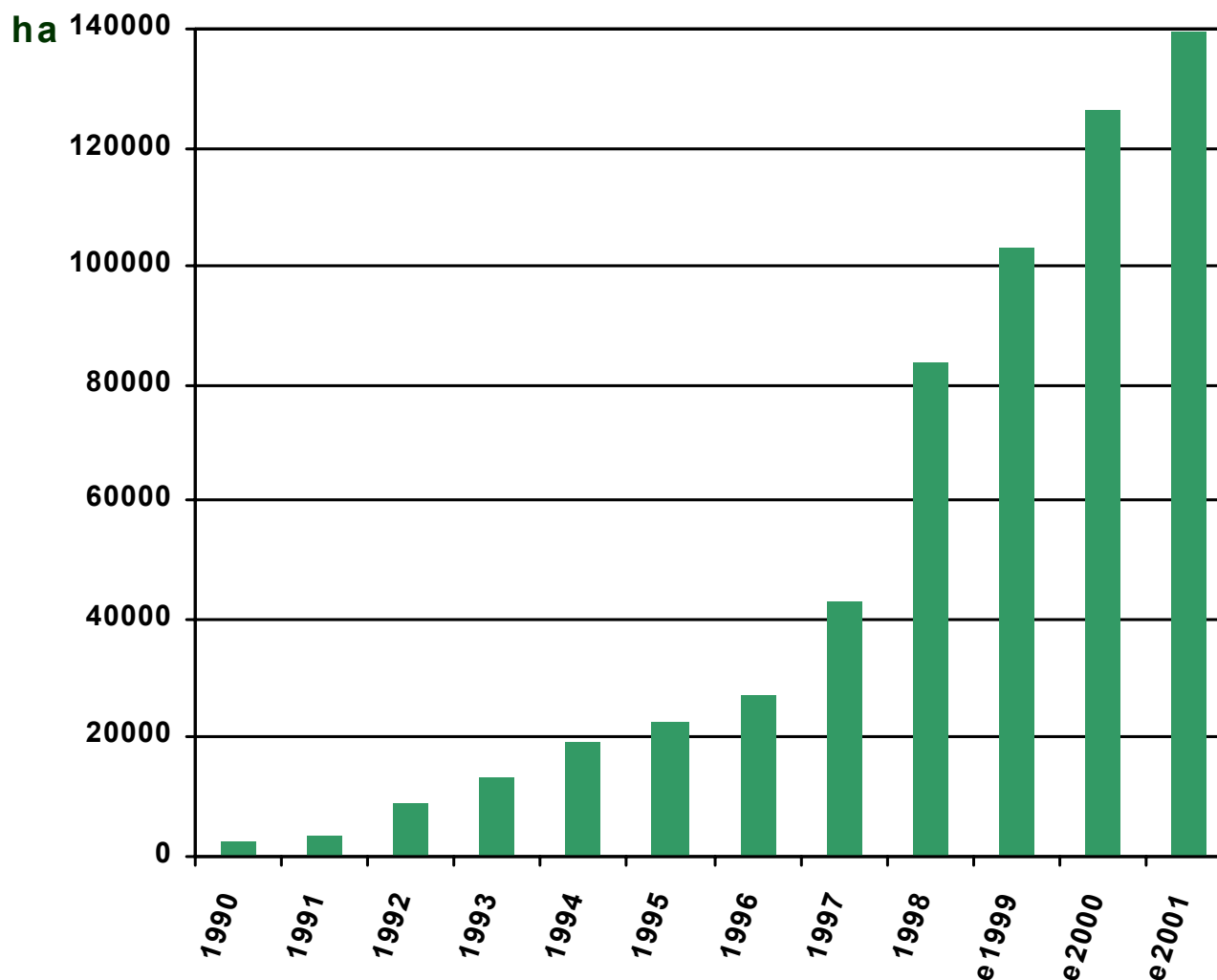
Organic Production of Peas, Rape seed and Potato 1995-1999



Organic production of fruits and berries 1995-1999



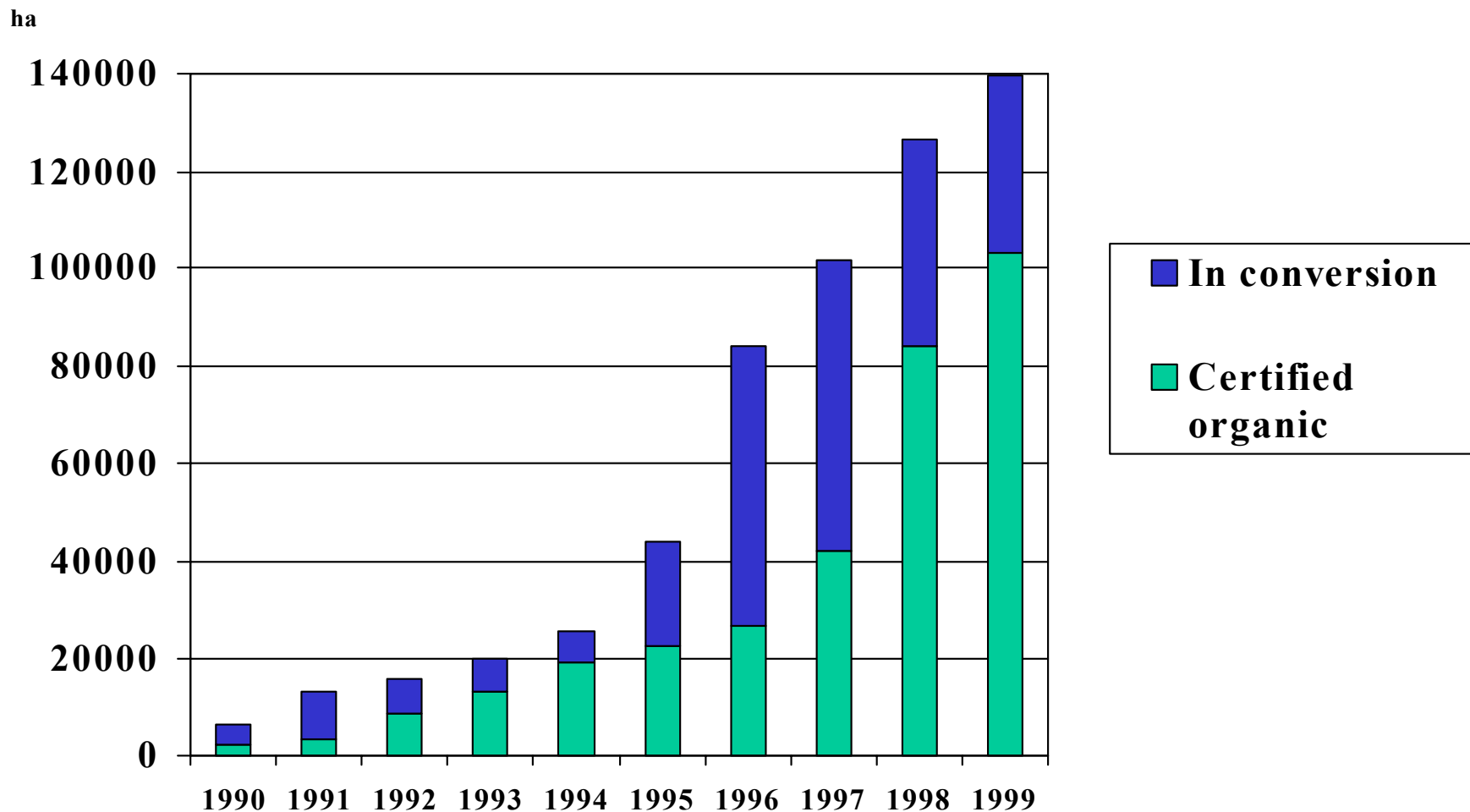
Development of Certified Organic Area 1990-2001



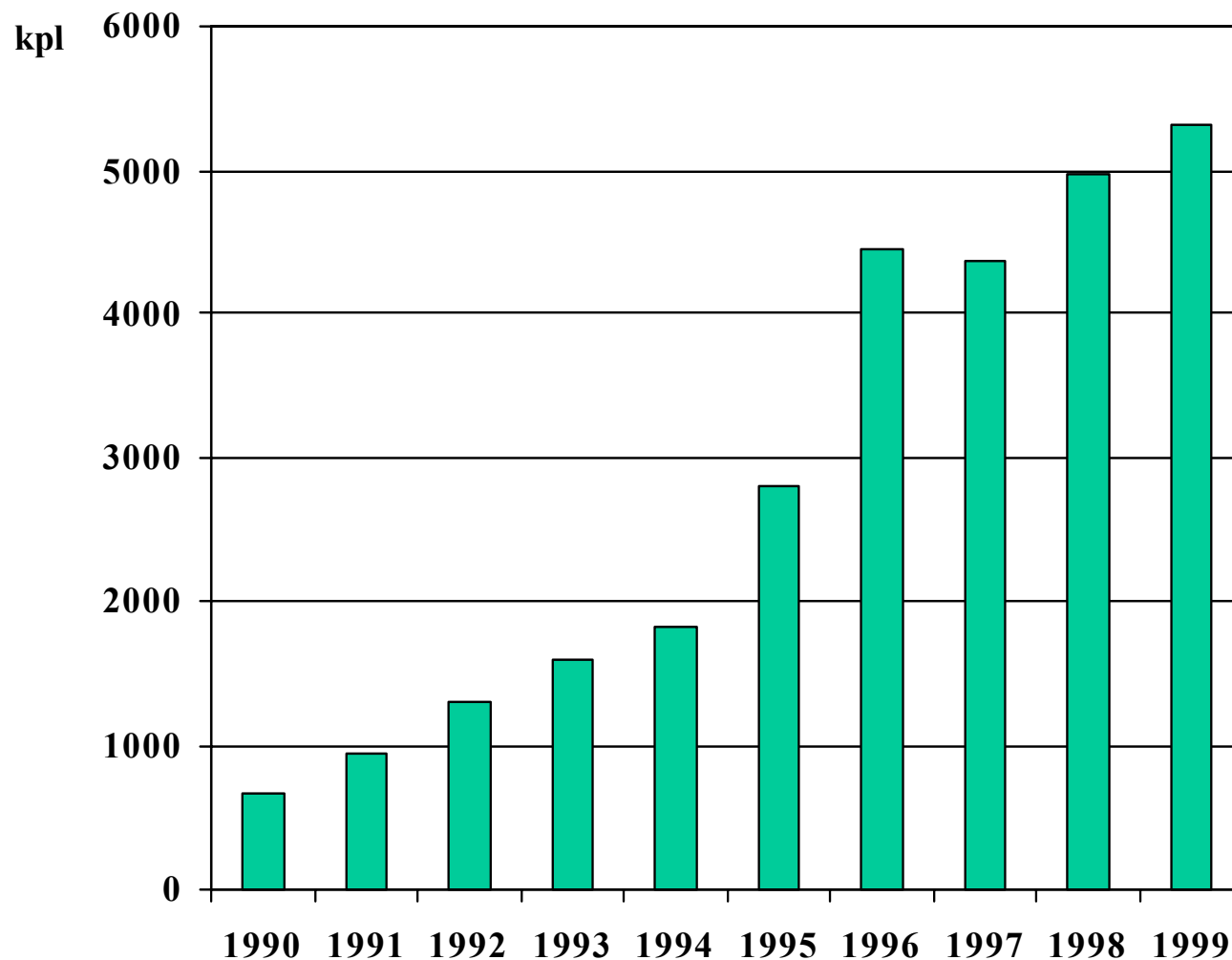
SOURCE: PLANT PRODUCTION INSPECTION CENTRE
Controll of Organic Farming



Development of Organic Area 1990-1999



Development of Organic Farms 1990-1999



Luomu



RIMI

K EXTRA

LÄSKÄ

MARKET

MARKET

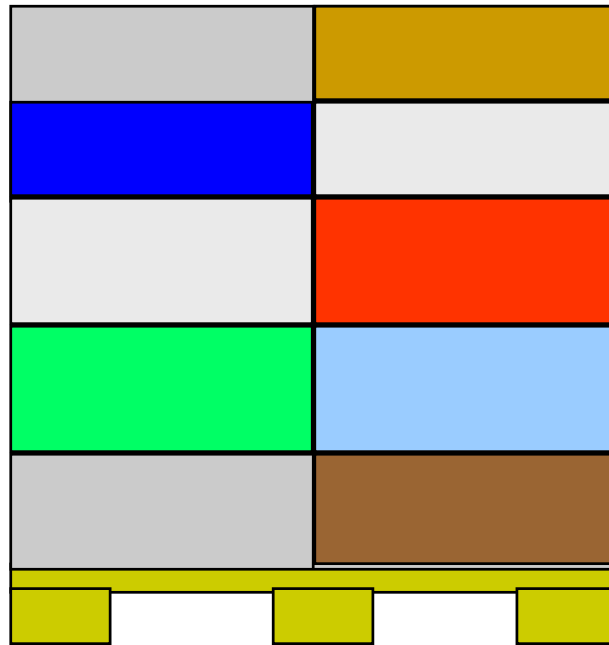
MARKET

ANTILA





IN THE BEGINNING ...



1,5 %



MARKETING





***”LUOMUSSA
ON
TULEVAISUUS”***