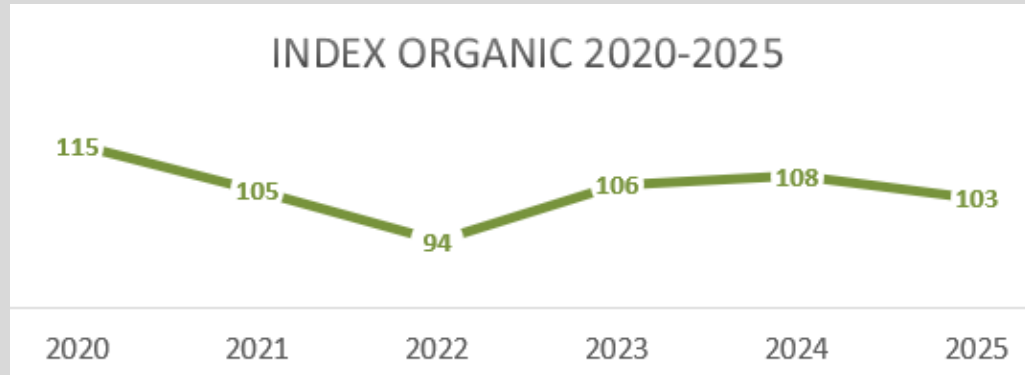




ORGANIC BUISINESS PERSPECTIVE

Growth organic



Product Range

SKU RANGE BETWEEN

1000 - 2.500 SKU'S
(AVERAGE STORE ~1.800)

Basket size Organic vs. Conventional

**ORGANIC
BASKET SIZE
333 DKK**

**CONVENTIONAL
BASKET SIZE
190 DKK**

Ambition

**20% GROWTH
IN 2027**



COMPETITIVE PRICES IS ESSENTIAL

Price comparison organic vs. conventional



**PRICE ORGANIC
CUCUMBER**
10,00 DKK
SHARE 37%



**PRICE CONVENTIONAL
CUCUMBER**
9,00 DKK

Price comparison organic vs. conventional



**PRICE ORGANIC
CHICKEN**
149 DKK
Share 6%



**PRICE CONVENTIONAL
CHICKEN**
69.95 DKK