



PGV
AUSTRIA

Demography and Topography of Austria

— Demographic difficulties:

- Strong splinter development
- Hardly congested areas
- Only nine cities with more than 50.000 inhabitants
- In Germany about 20% of the retailers in villages <5.000 inh., in Austria 45%

— Topographic difficulties (tour planning):

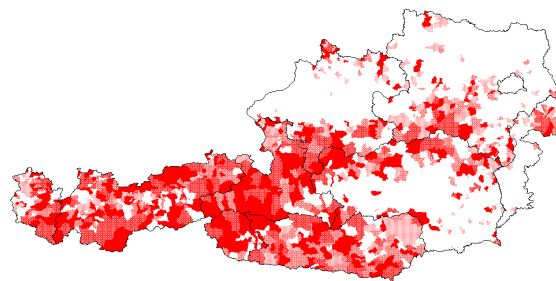
- Heterogeneous structures
cities, mountains, valleys



Seasonal regions

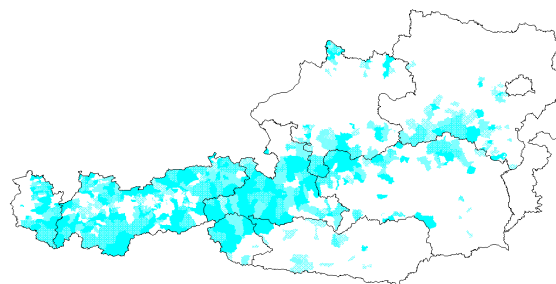
— Summer season


- ~ 22% of all POS affected
- 65,7 Mio. guest-nights



— Winter season

- ~17% of all POS affected
- 64,3 Mio. guest-nights





National characteristics of the Austrian press market



National characteristics of the Austrian press market

- Basis of the Austrian press market is the admitted German press wholesaler system
 - The right of order, SOR (sale or return) and price fixing
 - Standardised discount for POS; exception station bookstall

- Significant compliance:
 - Conform execution of accounting and logistics processes
 - EHAUSTRA based on German model (modified to Austria)
 - Distribution software from LLD (modified to Austria, implementation on 23.02.2015; before PVG Frankfurt)

Structural conditions in different markets (Austria vs. Germany) lead to different requirements!

National characteristics of the Austrian press market

- PGV is wholesaler wholesaler and importer
 - direct delivery to bookstalls
 - The ten most important station and airport bookstalls are the „P&B“-shops owned by Valora Retail Austria
 - In total there are 71 station bookstalls
 - Delivering to the seven retailers on Vienna airport



National characteristics of the Austrian press market

- Importance of tobacco specialised shops (Tabak Trafiken):
 - 1996 the tobacco wholesaler monopoly has been abolished;
the tobacco retail monopoly has been hold up
To keep this, there's a very restrictive portfolio cutback
 - Main products:
 - Tobacco and smoking requisites
 - Service of lottery
 - Newspapers, magazines, paperbacks
 - (mobile) prepaid cards
 - Meaning for press:
 - Nearly the only „relevant“ POS that are „free accessible“
 - **With 28% outlet ratio about 40% of total turnover**



National characteristics of the Austrian press market

— Briefing of most important features:

- Tobacco shops
 - Tobacco monopoly
- Gas stations
 - Important growing market, but not as important as in Germany (due to tobacco specialised shops)
- Purely magazine selling shops:
 - Clearly decreasing



Number of Retail / businesstypes

GA	Type of business	# of POS	
		Aug 19	% of total
11	ZZ-Fachgeschäfte *** <i>press specialised shops</i>	2.463	28,3%
12	Kioske <i>kiosk</i>	20	0,2%
13	Supermärkte/LEH <i>supermarket/grocery stores</i>	4.075	46,8%
14	Großformen des EH <i>wholesalers</i>	103	1,2%
16	Tankstellen <i>petrol stations</i>	922	10,6%
17	Bäckereien <i>bakeries</i>	163	1,9%
18	Fachmärkte (inkl. Großkunden) <i>specialised shops</i>	149	1,7%
19	Sonstige Fachm., Dienstleister <i>other specialised shops/service provider</i>	821	9,4%
		8.716	

*** incl. retailers railway-stations and airports



News from the Austrian press market

- PGV's competitor MORAWA had announced his exit from the market on Dec. 31st 2018
- Delievery of the previous MORAWA publishers by PGV(newspapers and magazines) since January 1st 2019
- Takeover of MORAWA shares in the joint logistic company CARGOE (Shares previously 50% by MORAWA and 50% by PGV)



News from the Austrian press market

PGV-Portfolio development after MORAWA stopped their business:

- PGV was in contact and made contracts with almost all former Morawa partners
 - About 35 newspaper publishers
 - About 170 magazine publishers and national distributors

	newspapers *		magazines & non press		summery	
	titles	issues a year	titles	issues a year	titles	issues a year
PGV			3.200	19.900	3.200	19.900
Morawa	310	14.500	2.930	24.800	3.240	39.300
					6.440	59.200



+ 92%



+ 125%

data base: 2018

* every day is one title and an issue



Retailers Austrian press market

- Number of retailers all in all increasing
 - After MORAWA left the market many very small retailers are delivered by PGV (esp. only newspapers)
 - „New“ retailers are not in favor of increasing sales
 - Development in 2019 is not representative for the market
- Retailers for international press are almost the same than before
 - Big railway stations (Valora Retail Austria) → Vienna (2), Innsbruck, Salzburg, Linz, Wels, St. Pölten, Klagenfurt, Graz)
 - Vienna airport (Schmitt & Trunk) → all in all seven retail-shops
 - Big tabac stores, esp. in the big cities / country capitals

	Number of retailers			Shelf area (meters)			exhibition space (meters)		
	2018	2019	Index	2018	2019	Index	2018	2019	Index
Press specialised shops *	2.496	2.464	99%	10.222	10.030	98%	82.413	81.099	98%
Kiosks	19	20	105%	38	36	95%	200	203	102%
Supermarkets	3.950	4.079	103%	6.847	6.799	99%	53.439	53.087	99%
Wholesalers / big supermarkets	103	104	101%	379	374	99%	2.830	2.854	101%
Petrol stations	882	924	105%	1.285	1.312	102%	8.766	8.745	100%
Bakeries	104	163	157%	108	128	118%	480	473	99%
Specialised shops	160	149	93%	368	368	100%	2.573	2.506	97%
Other spec. shops/serv. prov.	647	822	127%	904	1.063	118%	5.126	5.656	110%
	8.361	8.725	104%	20.151	20.110	100%	155.826	154.621	99%

* incl. railway and airport retailers



Development of press origin

(on sale date Jan.-May)

	magazines	newspapers
National press	+6,1%	+2,3%
Import press (incl. GER)	-2,9%	-12,4%
German press	-2,8%	-11,6%



Developments of business types (magazines)

(on sale date Jan.-May 2019)

Business type	turnover	sales
Press specialised shoptps	97,7%	94,8%
Kiosks	88,2%	89,1%
Supermarkets	100,8%	97,7%
Wholesalers / big supermarkets	97,5%	95,3%
Petrol stations	83,7%	81,6%
Bakeries	94,1%	89,5%
Specialised shops	97,9%	96,4%
Other spec. shops/service provider	96,9%	93,7%
All in all	98,5%	95,7%



Developments of categories (magazines)

(on sale date Jan.-May)

Magazine categories	turnover	Sales
Erotic	85,9%	83,1%
Multimedia/technics	91,0%	89,4%
Cars/motors	101,9%	97,8%
Hobbies/culture	95,8%	90,0%
Computers	85,3%	84,3%
Politics/economics	101,5%	97,9%
Sports	90,3%	88,8%
TV press	95,5%	93,4%
People/societies	99,8%	94,8%
Kids/comics	100,3%	98,1%
House/gardens	91,2%	89,6%
Women/entertainment	100,6%	97,3%
Meals/cooking	91,6%	88,5%
Fashion	94,1%	90,6%
Family/animals	95,2%	86,7%
Novels/puzzle	106,0%	102,6%
Offerte leaf	82,7%	82,3%
All in all	98,5%	95,7%

Contact

Presse Großvertrieb Austria Trunk GmbH

St. Leonharder Straße 10, A-5081 Anif



Werner Zirlik

Managing Director

Tel.: +43 (6246) 882 – 5233

werner.zirlik@pgvaustria.at

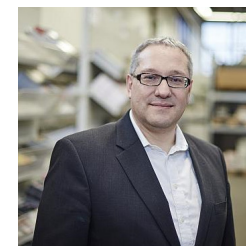


Florian Kraus

Head Of Distribution *magazines*

Tel.: +43 (6246) 882 – 5126

florian.kraus@pgvaustria.at



Jürgen Unseld

Head Of Distribution *newspapers*

Tel.: +43 (6246) 882 – 4297

juergen.unseld@pgvaustria.at

www.pgvaustria.at