

## HEARING

### Alko Online Store

#### Logistic Model

Alko online store will be opened in 2016. The logistic model behind this operation is based on a model in which all customer orders will be delivered from a shop (eShop) which is established for Alko online store. The products are stocked in the eShop where Alko will order products generally by the cases.

From the supplier view Alko online store's eShop differs from the other Alko shops in terms that are mentioned below. Because of these exceptions for the eShop the following changes to the terms of purchase will be made:

- If needed Alko has a right to return the products purchased for the eShop to the supplier. The supplier will be liable for compensating the products according to their purchase price. Returns are possible e.g. in the following cases:
  - in seasonal products when the season is over
  - when there is too short time for sale until the best before date
  - if there has not been enough demand in Alko online store
- The entire batch of products delivered to the eShop has to be from the same manufacturing batch (vintage, label, bottle closure, best before date, etc.).
- Delivery time from the order to the Alko online store warehouse is generally 24 h and deliveries will be made five (5) days a week.

#### Alko Online Store's Effects to the Assortment Management

The sales of products through the Alko online store will be taken into account also in Alko's assortment management. The sales of a product through the Alko online store will be credited to the shop where the order will be picked up. Thus the effects to the assortment management are:

- Influence to the segments' weighting in the shop categories
- Product's sales on the ranking list and thereby also to the possible product allocation
  - Product's distribution level coefficient is calculated based on the pickup shops

Also for the sale-to-order products the sales is taken into account via the pickup shops.



## Other

### **Listing of Products for the Sale-to-order Selection**

The seller will ensure that the product can be delivered according to his offer either to Alko's central warehouse within three (3) working days or to Alko shops within five (5) working days from the receipt of order.

### **The Deposit Changes of the Glass Bottles: Changes to the Procedure**

#### *A non-deposit glass bottle joins a recycling system*

In this change the EAN code and the product number remains the same. This change requires the supplier to make an offer to Alko (M201X) and Palpa's approval for the change.

#### *Deposit-paying glass bottle departs from a recycling system*

This change requires a new EAN code for the product but the product number remains the same. This change requires the supplier to make an offer to Alko (M201X).

If the joining or departing from a recycling system is made outside of the general price change schedule the retail price must remain the same. If the same price is not pricing technically possible, it must be the next possible lower price (e.g. deposit cf. non-deposit, 9.99 € ~ 9.98 €). The price can be changed according to the normal pricing schedule.