



Benchmark

Chain: COOP; Value: Gross Margin (amount); Period: 09/01/2020 to 12/31/2020; Benchmark period: 09/01/2019 to 12/31/2019; Level 1: Chain; Exclude: Wholesaler

DagligBrugsen

Product Group	Mechanism	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Coconut water, Coconut water, Mineral water +, Afmeldte produkter	Buy 1.00 for Amount 10.00	1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00
Total (DagligBrugsen)		1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00

Fakta

Product Group	Mechanism	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Coconut water, Coconut water, Energy drink	Buy 1.00 for Amount 1.00	1	0	-1	0.00	0.00	0.00	0.00	0.00	0.00
Coconut water, Coconut water, Mineral water +	Buy 2.00 for Amount 25.00	1	0	-1	-6,406.80	0.00	6,406.80	14,003.00	0.00	-14,003.00
Mineral water +	Buy 6.00 for Amount 35.00	0	1	1	0.00	-10,000.00	-10,000.00	0.00	10,000.00	10,000.00
Mineral water +, Coconut water, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 10.00	1	0	-1	64,623.10	0.00	-64,623.10	-93,758.00	0.00	93,758.00
Total (Fakta)		3	1	-2	58,216.30	-10,000.00	-68,216.30	-79,755.00	10,000.00	89,755.00

Kvikly

Product Group	Mechanism	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Coconut water	Buy 1.00 for Amount 10.00	1	0	-1	47,193.00	0.00	-47,193.00	-47,193.00	0.00	47,193.00
Coconut water	Buy 2.00 for Amount 30.00	1	0	-1	-56,077.20	0.00	56,077.20	61,868.00	0.00	-61,868.00
Coconut water	Buy 2.00 for Amount 35.00	2	0	-2	-5,250.00	0.00	5,250.00	89,250.00	0.00	-89,250.00
Coconut water	Buy 3.00 get 1.00 Free	1	0	-1	-45,000.00	0.00	45,000.00	45,000.00	0.00	-45,000.00
Mineral water +	Buy 2.00 for Amount 35.00	1	0	-1	2,250.00	0.00	-2,250.00	33,750.00	0.00	-33,750.00
Mineral water +	Buy 6.00 for Amount 35.00	0	1	1	0.00	-10,000.00	-10,000.00	0.00	10,000.00	10,000.00
Total (Kvikly)		6	1	-5	-56,884.20	-10,000.00	46,884.20	182,675.00	10,000.00	172,675.00

SuperBrugsen

Product Group	Mechanism	Promotions 9/1/2019 12/31/2019	Promotions 9/1/2020 12/31/2020	Promotions Diff	Supplier Total 9/1/2019 12/31/2019	Supplier Total 9/1/2020 12/31/2020	Supplier Total Diff	Chain Total 9/1/2019 12/31/2019	Chain Total 9/1/2020 12/31/2020	Chain Total Diff
Coconut water	Buy 1.00 for Amount 15.00	1	0	-1	-50,000.00	0.00	50,000.00	50,000.00	0.00	-50,000.00
Total (SuperBrugsen)		1	0	-1	-50,000.00	0.00	50,000.00	50,000.00	0.00	-50,000.00