

# Retail Business sector

## Omni-channel & omni-care

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## Our future ...



... is online

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## AND stationary!

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## Online and stationary

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# Retail focuses on: omni-channel and omni-care

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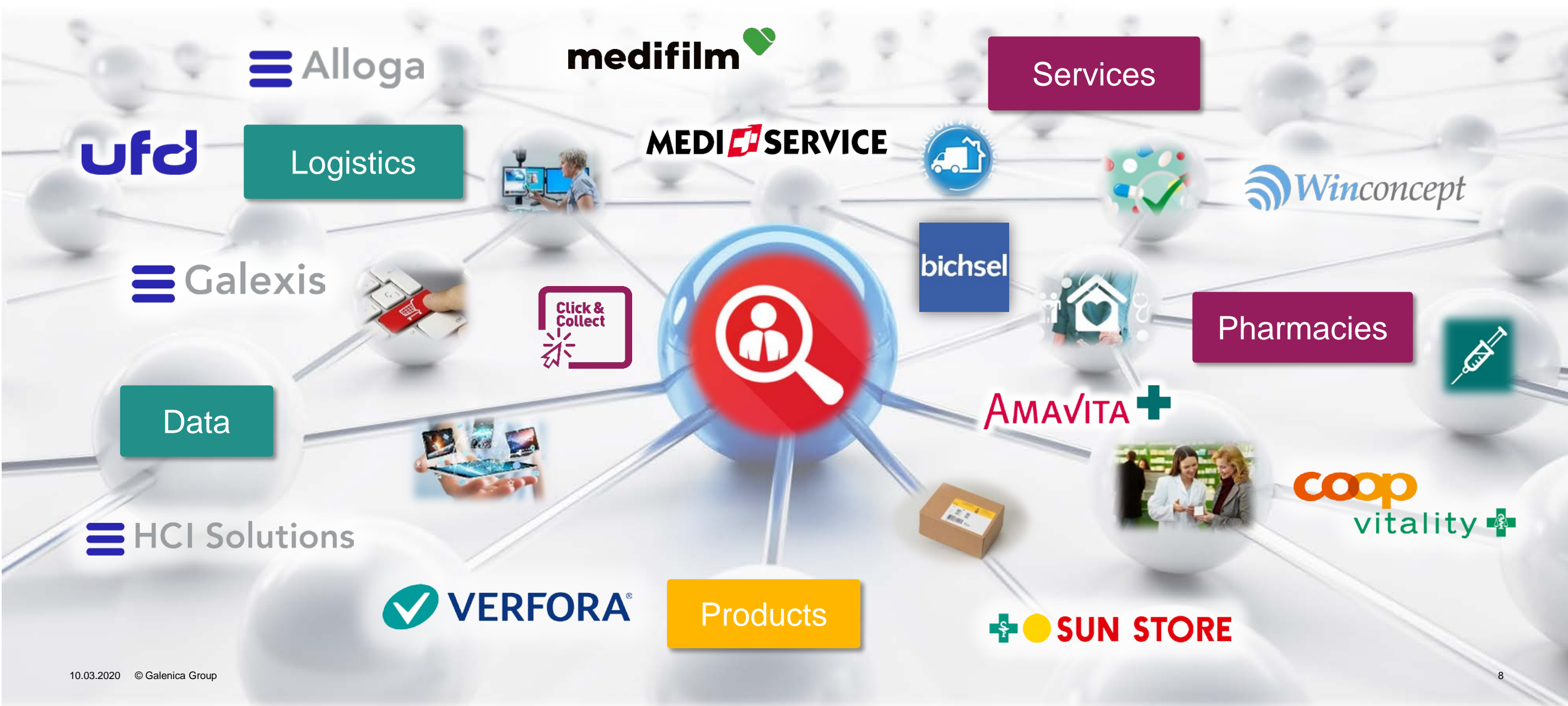
# 1. Omni-channel

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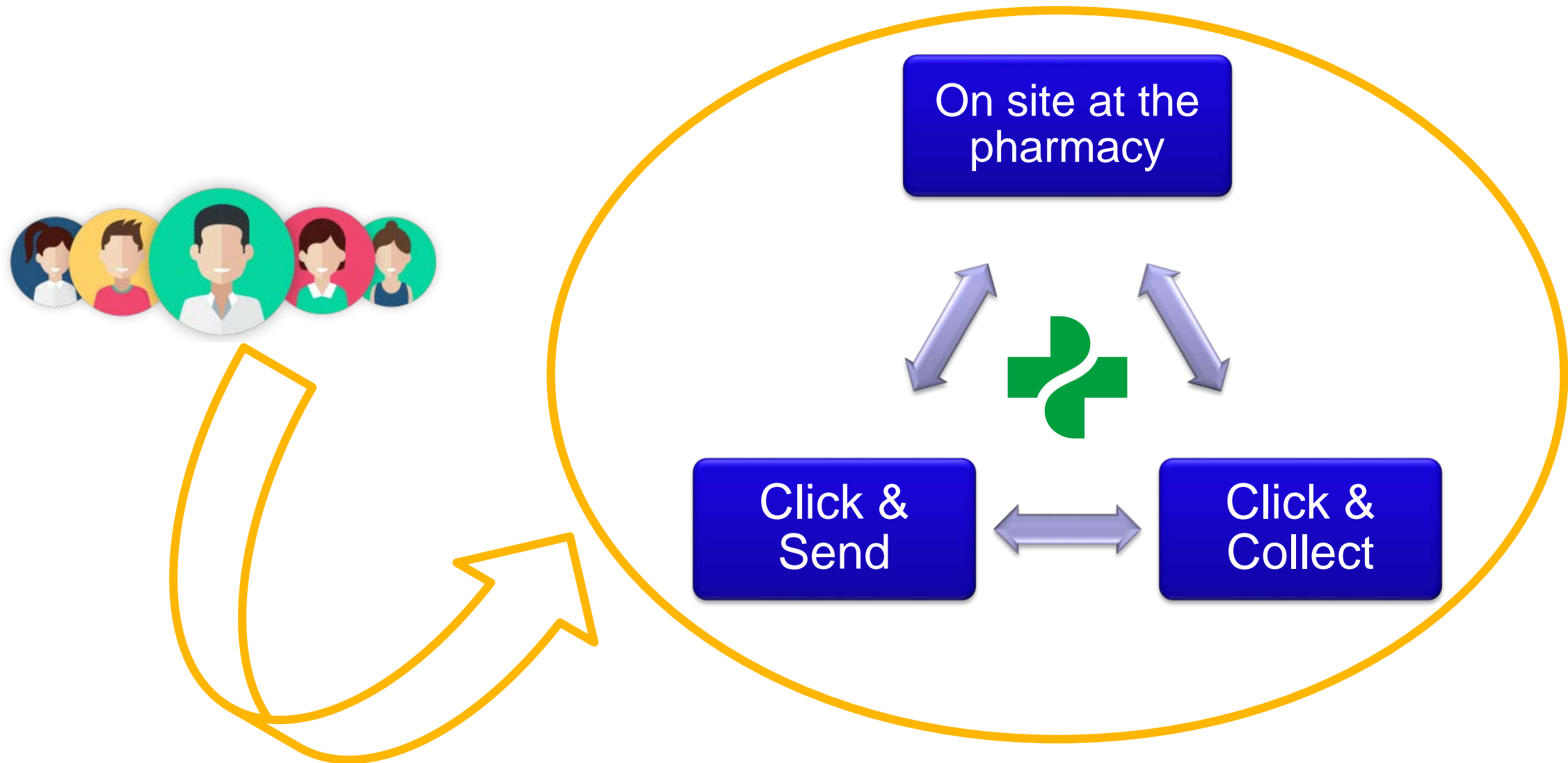


# Our vision – build the omni-channel universe





## Linking the channels



For consultation, initial ordering and reordering of OTC & Rx

# Omni-channel – important steps

Yesterday – today – tomorrow



Online shops: number of items

Channel

IT / customer data

across all channels = *one patient*

# Omni-channel – Click & Send

What are we doing for this?

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**Expansion of online shops and e-mediaplan**



**Expansion of Triapharm  
and networking of IT systems**



**Mail-order pharmacy**

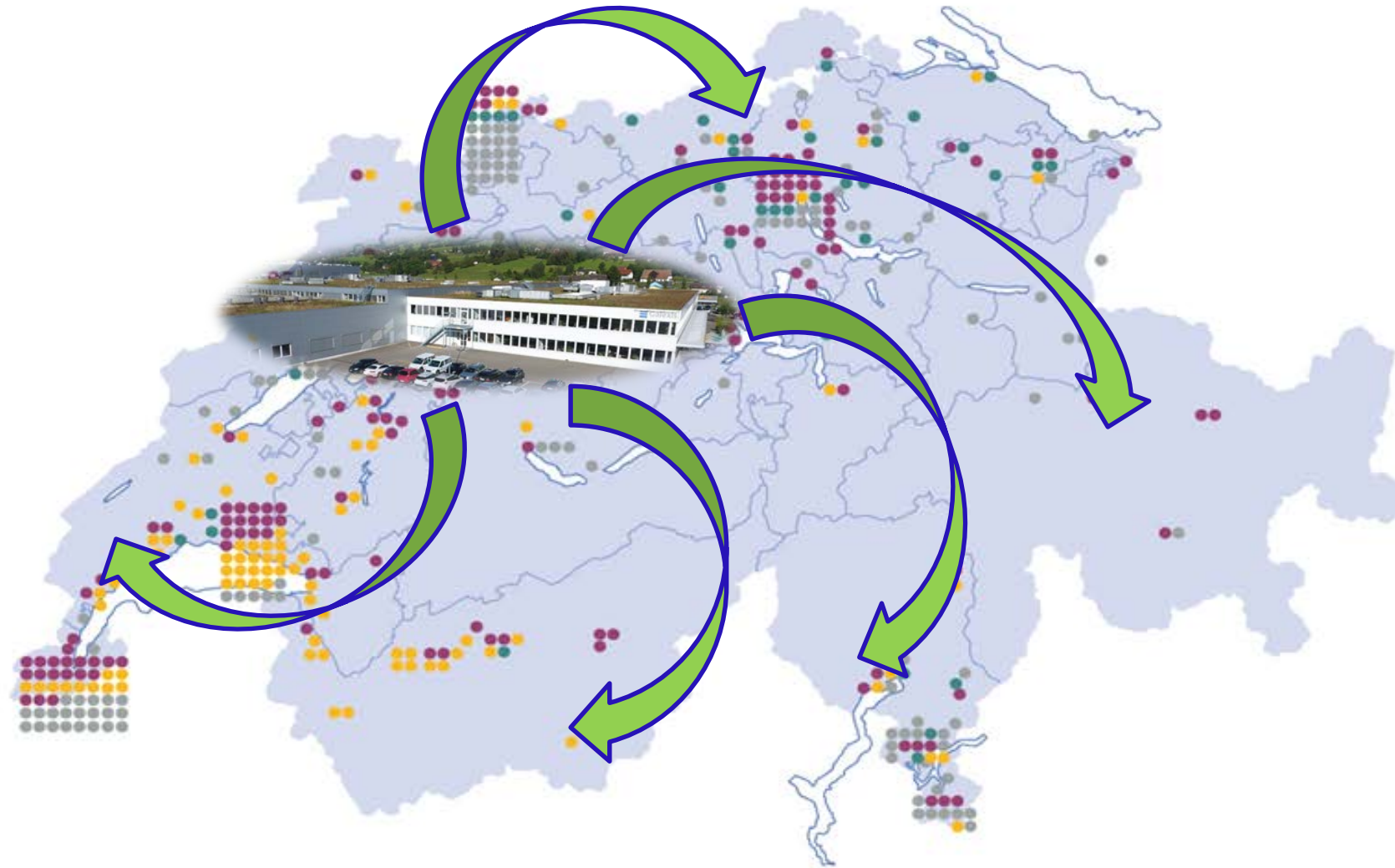


# Mail order pharmacy in Niederbipp complements our pharmacy network across Switzerland

171 **AMAVITA**   
meine Apotheke  
pharmacies

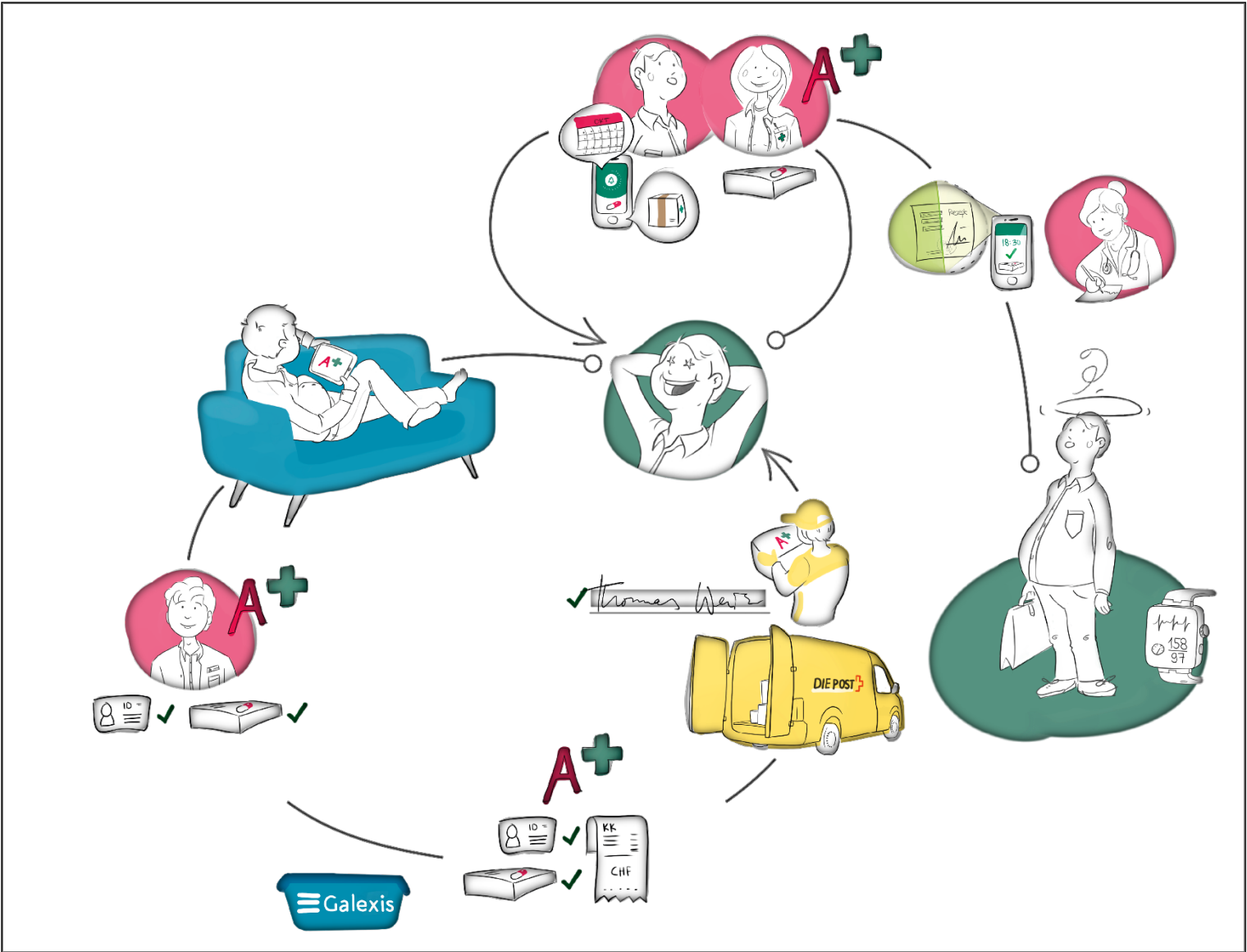
94   **SUN STORE**  
pharmacies

84 **coop**   
vitality  
pharmacies



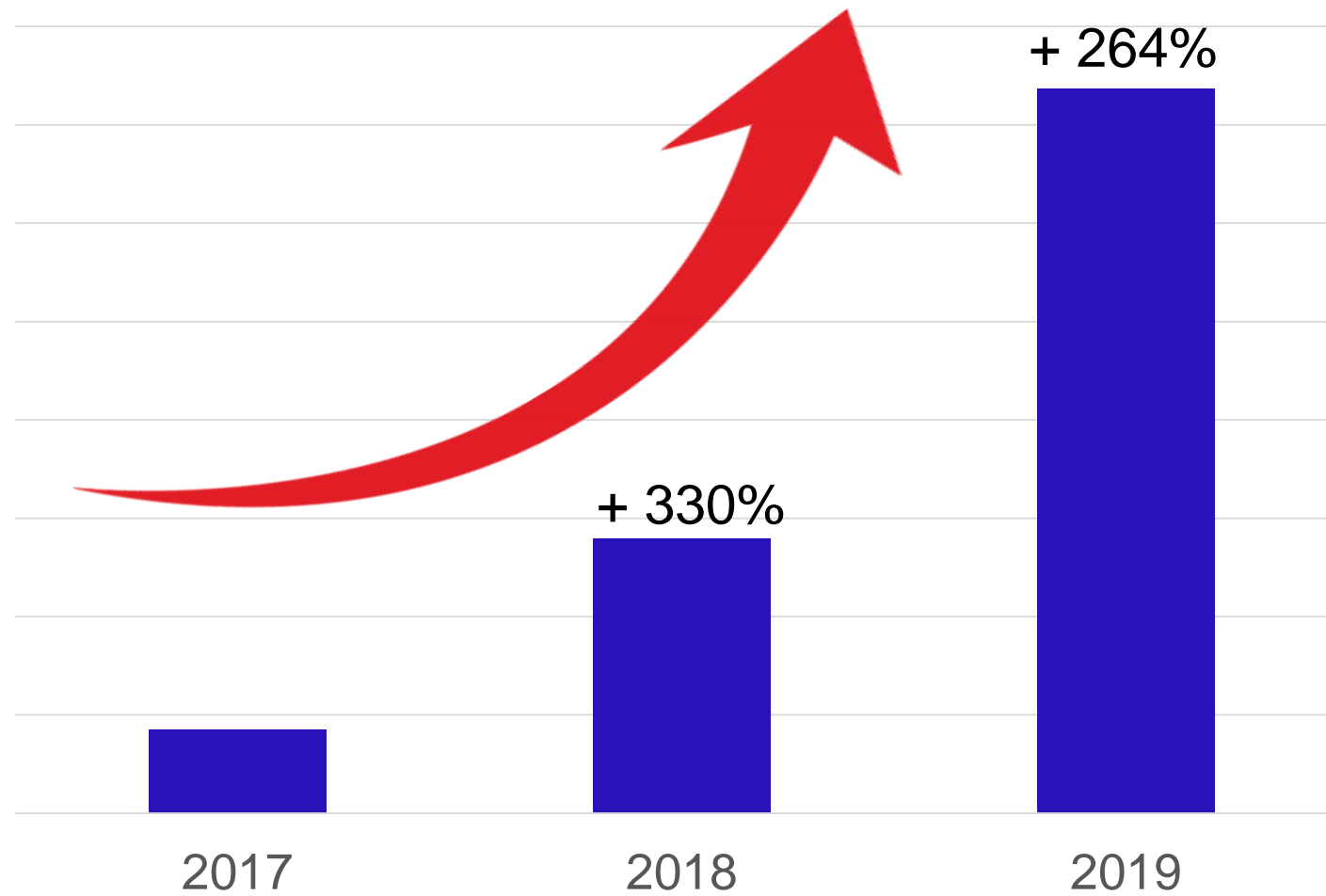
# Click & Send

The customer has even more options



# Online sales

Trend to buy via our online shops is increasing





## 2. Omni-care

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## 2. Services

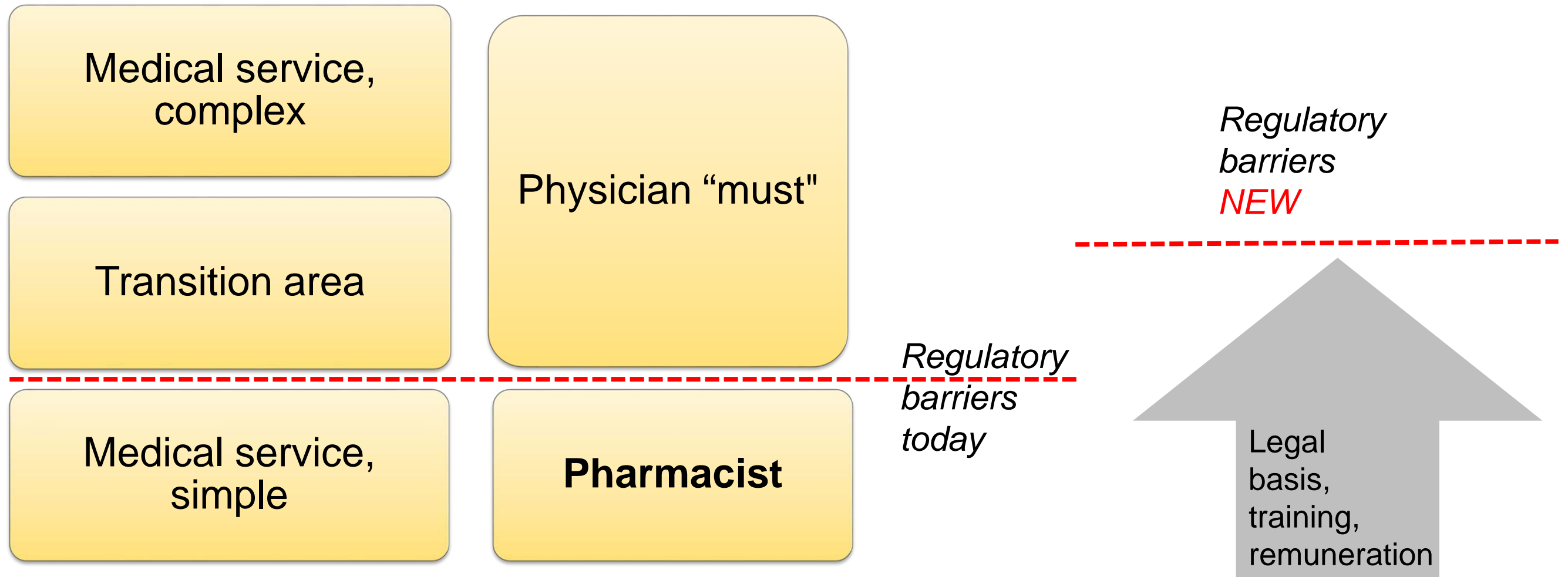
From „drawer puller“ to advisory service provider



EVOLUTION



## Regulatory barriers are shifting

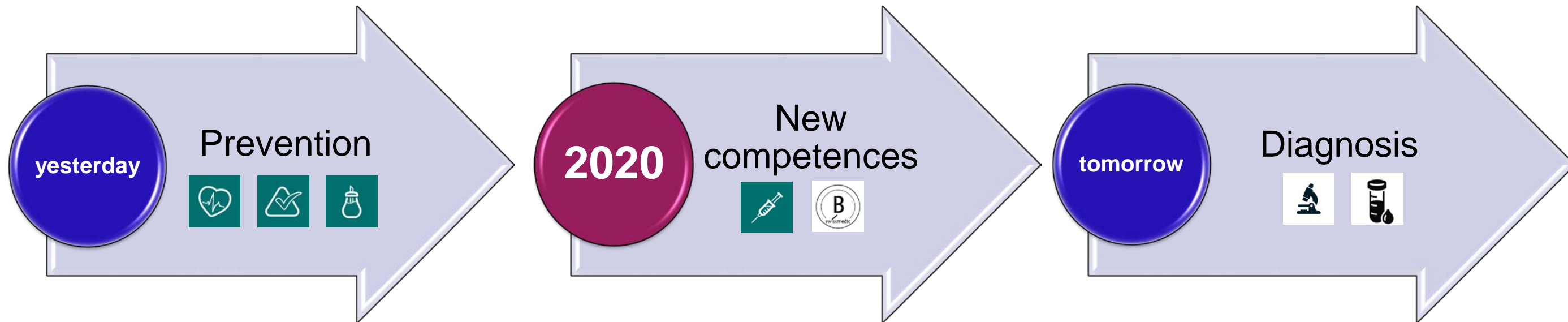




# Services – development of our offer

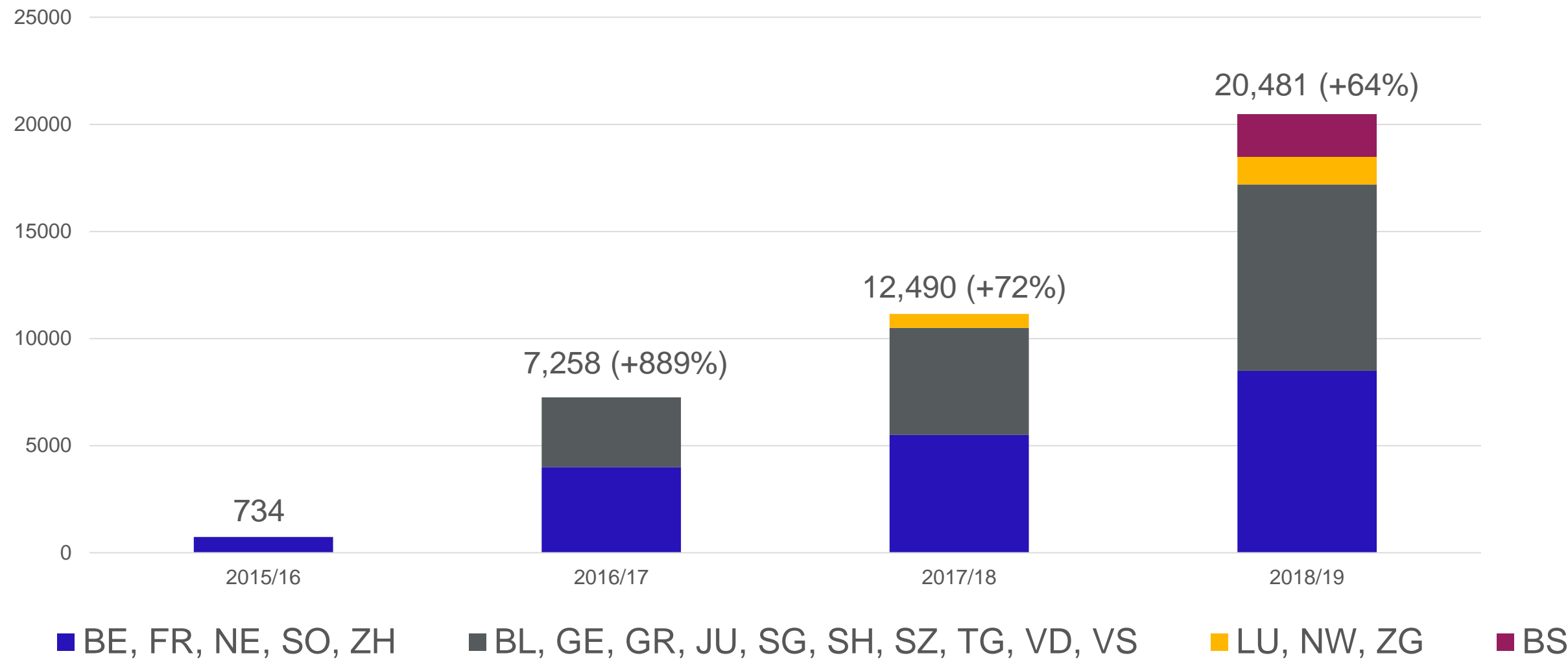
Yesterday – today – tomorrow

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# The value of services increases

## Example: development of flu vaccinations at pharmacies in general



Source: Pharmasuisse

## Development of vaccinations at Amavita, Sun Store and Coop Vitality

