



MEDIA RELEASE

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Six Stores in Four Months – the Co-op Means Business in South Australia

It's a busy and exciting time for the Co-op, as it continues to fortify its position as Australia's largest campus-based multichannel retailer. This year the member-owned cooperative has already opened four stores at the University of South Australia, and another two are set to open at Flinders University and the University of Adelaide by the end of the month. These are the first bricks-and-mortar stores the Co-op has had in South Australia, and further expands the Co-op's retail footprint across Australia.

As a customer-focused retailer, the Co-op is committed to improving the student experience and university life as a whole. It brings a successful and sustainable business model to university retail through innovation, economies of scale and a firm commitment to its members for life, and the entire Co-op team is delighted to now offer this to even more students in Australia.

"At the Co-op, we're committed to making university life easier, more affordable and as stress-free as possible," said Thorsten Wichtendahl, the Co-op's Chief Executive Officer. "Having a physical presence across Adelaide means we can now provide greater support and more personalised service to students."

The Co-op allows students and academics to easily access the textbooks and learning essentials they need, as well as offering a broad range of general fiction and non-fiction titles, university-branded clothing and memorabilia, tech and software, pop culture, medical equipment, and stationery.

The University of South Australia's Co-op stores are located on the Adelaide East, Adelaide West, Mawson Lakes and Magill campuses. Flinders University's Co-op store will be located on the Bedford Park campus, and the University of Adelaide's Co-op store will be located on the North Terrace campus.

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For further information or to request an interview with **Thorsten Wichtendahl**, please contact **phone: (02) 9325 9606**

About The Co-op:

- Australia's largest Member-owned retailer with over 1.9 million members
- Australia's largest campus retailer
- Australia's oldest online retailer (since 1996) - www.coop.com.au
- 2015 National Retail Association Multichannel Retailer of the Year Winner
- 2015 Online Retail Industry Awards Best Site Optimisation and Design Initiative Winner
- 2013 + 2014 Australian Retailers Association Multichannel Retailer of the Year Runner Up
- Australia's most innovative omni-channel retailer
- Australians pre-eminent source of knowledge for future leaders
- Formed in 1958, owned by members for members
- 60+ stores nationwide and growing
- Lifetime membership (\$25 once off) open to everyone – extensive member benefits
- Multi-product retailer (includes stationery, tech, university-branded clothing, fiction, non-fiction, pop culture, and other lifestyle products)