

Annual review

2024

 **HOK-ELANTO**





400+ outlets

When you count all our Alepa, S-market, Prisma and Food Market Herkku outlets, restaurants, ABC services stations and charging points, Sokos and Sokos Emotion stores, funeral and legal service locations and co-op member service points, we have over 400 outlets.



Let's recycle!

In 2024, we recycled 81% of the waste we produced.



HOK-Elanto employees

There's over 7,000 of us! Our goal is to be the best workplace in the service industry. Accordingly, HOK-Elanto received both the Mielihyvin duunissa and Hyvän mielen työpaikka certifications in 2024.



Network development from robots to restaurants

In 2024, we invested nearly 103 million euros in the service network development in our area of operations. In June, we opened a new centralised fulfillment center for groceries in Vantaa – one of the largest in Europe!



Co-op membership at its peak!

In October 2024, we reached over 700,000 co-op members, and we welcomed nearly 40,000 new co-op members during the year.



2.6
turnover,
EUR billion

400+
outlets

700,000+
customer-
owners

93
paid Bonuses
and payment
method benefit,
EUR million

Nearly
7,000
employees

The turnover of the HOK-Elanto Group and the operating profit according to the sector		
	Turnover, M€	Operating profit, M€
Supermarket trade	2,296.1	32.4
Department store trade	70.0	0.0
Service station stores and fuel sales	141.8	3.3
Restaurant business	90.5	0.8
Other operations and administration	39.2	8.5
HOK-Elanto Group total	2,637.5	45.0

The largest cooperative store brings services closer to you—whenever you need them

HOK-Elanto is the largest regional cooperative store within the S Group and one of the most significant employers in the area. With over 400 outlets and nearly 7,000 employees, it operates a comprehensive network of stores and restaurants, some of which are open 24/7. As an owner, you'll enjoy the best benefits on your purchases.

PERSONNEL*



OUTLETS

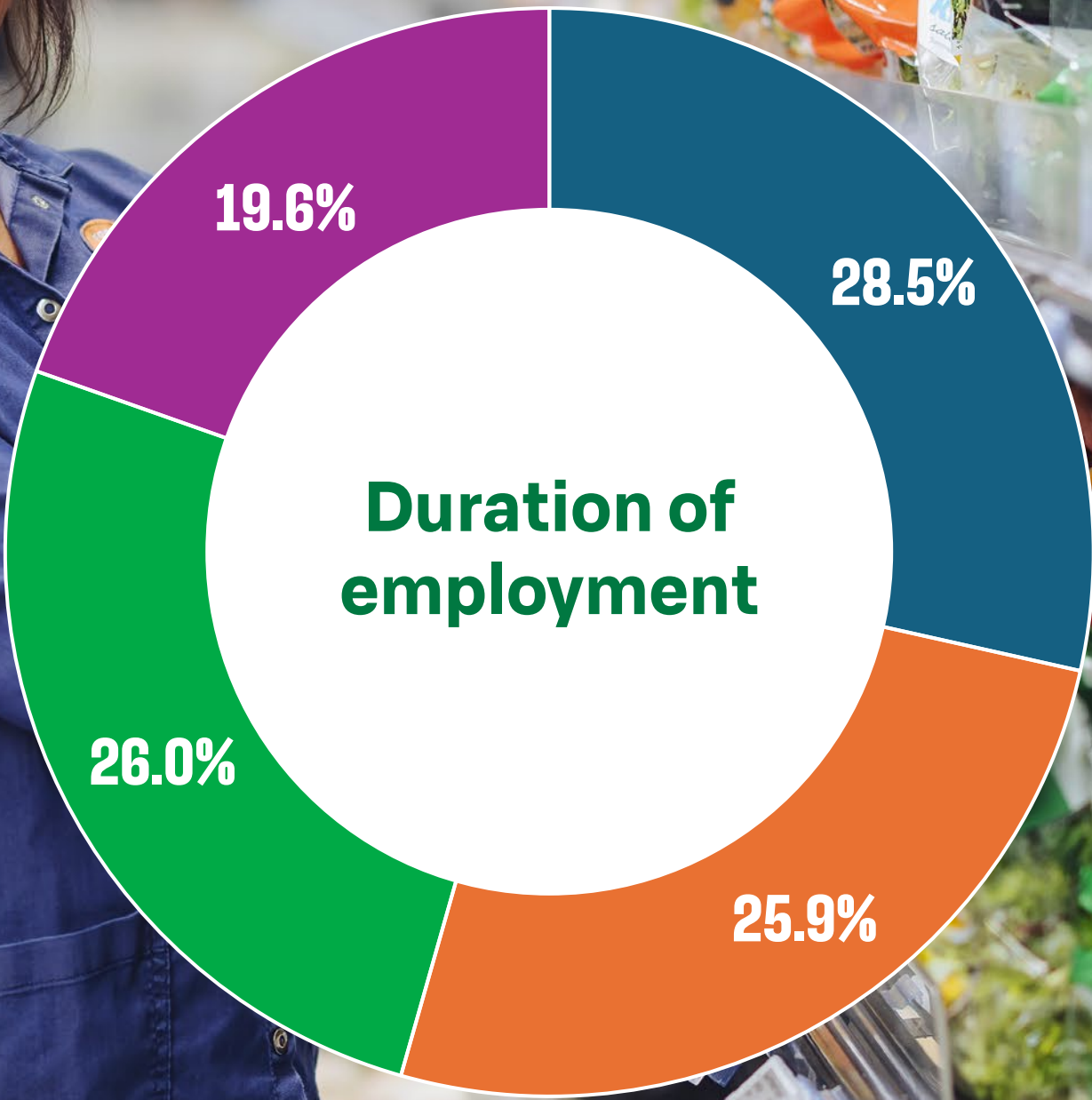


TURNOVER (EUR million)



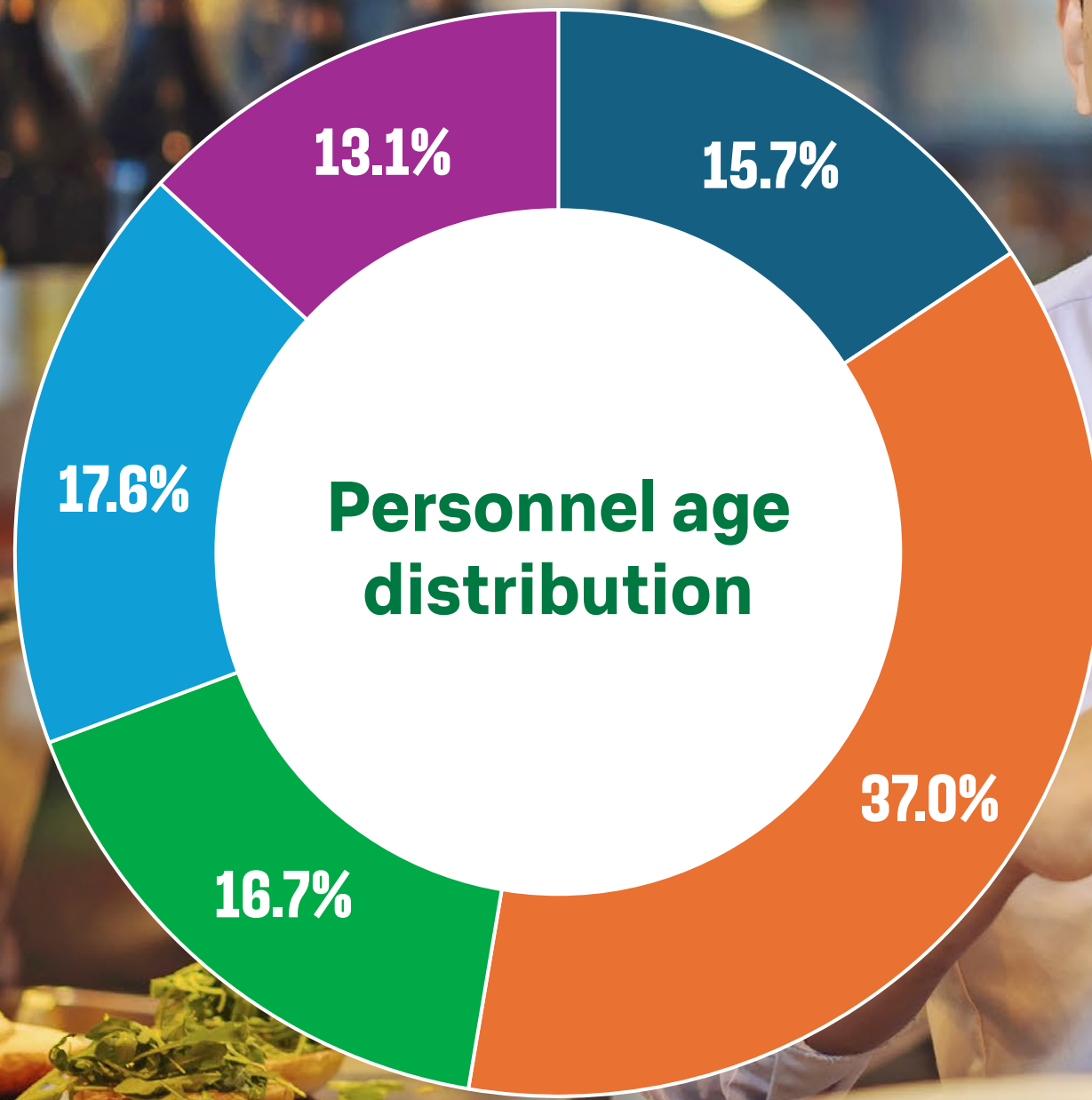
*(Full and part time)

We take pride in our skilled personnel



Nearly a third of our employees have been with us for over 10 years

- Under 25 yrs
- 25-34 yrs
- 35-49 yrs
- 50 yrs or over



- Under 1 yr
- 1-5 yrs
- 6-9 yrs
- 10-19 yrs
- 20 yrs or over

The administration of the Cooperative Society is elected democratically

HOK-Elanto is a Cooperative Society that is owned and governed by its members. Owners choose the administration of the society in an election of representatives every four years.

Representatives

A total of 60 preventatives and 60 deputy representatives are elected to Council of Representatives of HOK-Elanto. The Council of Representatives decides, for example, the rules of the Cooperative Society, approves the balance sheet of the previous year and decides on the measures it sees fit concerning the profit as well as elects the members of the Supervisory Board and the auditors. Furthermore, the representatives may make initiatives to the Board of Directors of the Cooperative related to the sector.

Supervisory Board

The task of the Supervisory Board is to supervise the administration and operations of the HOK-Elanto, which is managed by the Board of Directors and the CEO. The Supervisory Board confirms the core strategies

of the Cooperative and the overall financial objectives, decides on the relevant changes in operations and organisation as well as appoints the CEO and elects the members of the Board of Directors of the Cooperative. HOK-Elanto's Supervisory Board has 18 members, with two representatives from the personnel. The members are appointed every three years.

Board of Directors

The Board of Directors promotes HOK-Elanto's interests and manages its affairs according to the Cooperatives Act, Cooperative regulations, the Statutes of the Cooperative confirmed by the Supervisory Board and the regulations and decisions issued by the Representatives and Supervisory Board. The Board of Directors is responsible for the success of the business. The Board of Directors decides on the strategies and overall objectives, investments, the annual financial objectives and operational plans as well as manages and supervises the operational business. The HOK-Elanto Board of Directors consists of the CEO and six Board Members, appointed by the Supervisory Council. The Board of Directors are appointed annually.

HOK-Elanto's Management Group

Veli-Matti Liimatainen
CEO

Tuomas Ahola
Director of Communications and Marketing

Juha Ilvonen
CFO, administrative director

Lassi Juntunen
Division director

Jyrki Karjalainen
Real Estate Director

Kimmo Nikula
Division director

Henriikka Puolanne
Division Director

Kaisa Tuuliainen
HR Director

Kirsi Vehkaluoto
CTO

[MORE INFORMATION ABOUT MEMBERS OF HOK-ELANTO ADMINISTRATION](#)

HOK-ELANTO'S OPERATING AREA

OUTLETS

