

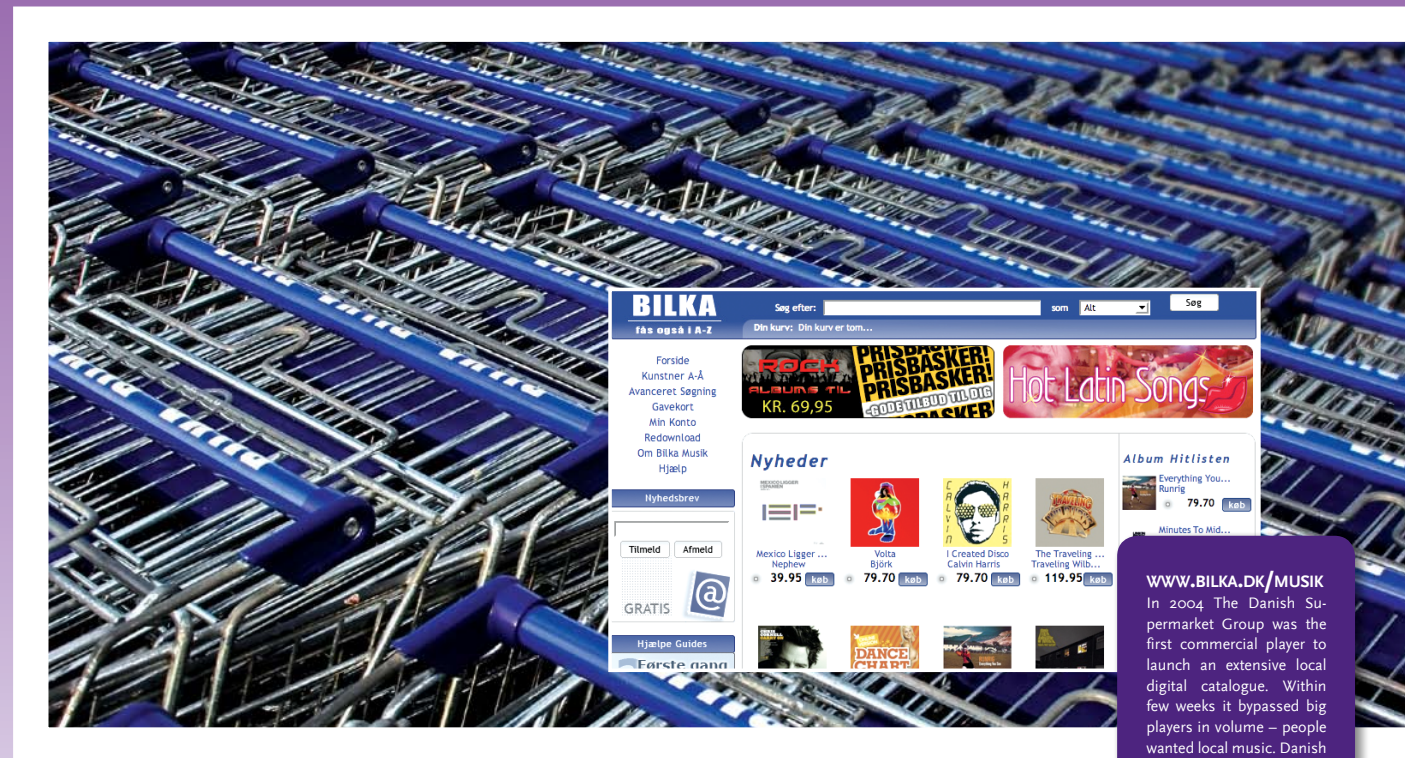
# HEAVYWEIGHTS ON THE DANISH

OUR GOAL IS TO BE  
DENMARK'S LARGEST STORE  
FOR MUSIC DOWNLOADS

Dansk Supermarked Groups supermarket chains Bilka and Føtex are Denmark's largest retailers of music CDs and among the largest online music stores.

Dansk Supermarked is Denmark's most successful supermarket group with six chains including Bilka, Føtex and Netto. The group has 30,000 employees, 700 outlets and an annual turnover of approx. 5.4 billion euro. No wonder it doesn't intend to remain number two in the music download market. "Our goal is to be Denmark's largest store for music downloads," says Henrik Pii Olesen, product manager at Dansk Supermarked.

Bilka and Føtex are major players in the Danish music market, and their 25% share of the retail market puts them in a strong negotiating position. Mr Olesen points out that Bilka is Denmark's cheapest online music store, but explains that many potential customers have not yet realised how easy it is to shop online and download music. "As soon as customers have tried it and seen how amazingly easy it is to shop in the Bilka and Føtex online music stores, I'm convinced they'll keep coming back to buy music at the cheapest rates in the country," insists Mr Olesen. He points to the excellent functionality of their online store and the large selection of music. With more



than a million tracks available online, and new tracks being added daily, the store is well-equipped to satisfy the music needs of the majority of the population.

#### FOCUS ON CORE COMPETENCE

Dansk Supermarked is focusing strongly on its core competence, which is best described as excellent business acumen, and has outsourced the online store's concept, design, supply of content, administration and marketing to a digital service provider specialising in putting all this together.

Mr Olesen adds that Dansk Supermarked has succeeded in making it easy and cheap to shop in their online stores. It irritates a lot of people when they have to pay a credit-card charge of €0.34 to buy an album online, and even more so when the charge is €0.14 to buy a single track costing €0.8. "If you open an account on the net, and deposit €27, €13.5 or €6.7, then you only need to pay the credit-card charge once," explains Mr Olesen, adding that this immediately makes it more attractive to shop online.

Henrik Pii Olesen: "Dansk Supermarked aims to become Denmark's biggest provider of music downloads. That's why we are pushing prices to the rock bottom."