EROSKI OPENS A NEW FRANCHISED SUPERMARKET IN MARBELLA, MÁLAGA

- **The new EROSKI/City offers a full food service with manufacturer brands, a quality own brand and more than 6,000 product lines.**
- **EROSKI is keeping up the momentum of its franchise model by consolidating a network of more than 600 franchised outlets across Spain.**

Marbella, 19 November 2026. EROSKI has opened a new supermarket at number 4 Calle Miraflores, in the municipality of Marbella (Málaga). The store, which trades under the EROSKI/City banner, offers personal service, a strong focus on local products and seasonal fresh produce with more than 6,000 lines, the promotion of healthy eating and new ways to save on the daily shop. It has a workforce of six people.

The new supermarket stocks a wide range of products from leading manufacturer brands, own-brand lines and local producers across its 243 square metres of sales floor. It has a wide choice of fresh food, especially local seasonal fruit and vegetables, and healthy products play a bigger role, with a broad range of organic items. The store also sells freshly baked bread and pastries, to guarantee maximum freshness for its customers.

There will be new offers and promotions every month to help consumers save. The best example of this focus on savings is EROSKI Club, the programme that rewards customer members for their loyalty to the brand. It offers very attractive promotions as well as all the benefits of the Travel Club programme. More than 60,000 consumers are customer members of the cooperative and already enjoy the benefits of EROSKI Club in the province of Málaga.

46 franchises opened in 2025

EROSKI opened 46 franchises in 2025, with an overall investment of more than €9 million and the creation of 276 new jobs. Alongside the transformation of its company-owned stores, the expansion gives fresh impetus to the 'Contigo' retail model that characterises EROSKI outlets.

EROSKI is keeping up the momentum of its franchise model by consolidating a network of more than 600 franchised outlets across Spain. During the 2026 financial year, the cooperative plans to open more than 50 new franchises. It will keep expanding its network with a strategic focus on Catalonia, the Basque Country, Andalusia, Madrid, Castilla-La

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Mancha, the Balearic Islands, Galicia and the Levante region, in line with its strategy of sustainable, local growth.

Recognised at prestigious awards

EROSKI has been recognised as Best Franchise of the Year 2027 and Best Retailer of the Year 2027 in the 'Convenience Supermarkets' category at the 'Retailer of the Year 2026-2027' ('Comercio del Año') awards. The awards are given by consumers in Spain's biggest consumer awards scheme, which is also one of the largest market research studies in the retail sector.

EROSKI has also received the 'Franchise with the Best Track Record' award in the 2024 edition held at the FrankiNorte trade show in Vitoria and presented by the Asociación Española de Franquiciadores (AEF), the Spanish franchise association.

One of EROSKI's franchisees was also named 'Best Franchisee of the Year' in the food category, again by the AEF. The award highlights the franchisee's daily work and how they embody the values behind EROSKI's approach to franchising, which is reflected in the effort invested in training and continuous advice for franchisees. The values that set EROSKI apart are successfully passed on across the network, backed by a solid marketing plan for EROSKI franchises.

Collaboration agreements

The cooperative maintains its collaboration agreement with the Confederación Española de Asociaciones de Jóvenes Empresarios (CEAJE), the Spanish confederation of young entrepreneurs' associations, to support and promote entrepreneurship among young business owners and the self-employed. As well as reinforcing its commitment to entrepreneurs, EROSKI seeks to contribute to the development of the local economy in Spain's different autonomous communities.

EROSKI also has a collaboration agreement with the Asociación de Mujeres Empresarias Iberoamericanas (AMEIB), the association of Ibero-American women entrepreneurs. The agreement aims to open up entrepreneurship and self-employment through a franchise model based on support and joint development of business projects.

About EROSKI

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EROSKI is one of northern Spain's — from Galicia to the Balearic Islands — leading retailers with a 12.32% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and co-leader in the Balearic Islands. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores and online supermarkets, as well as optical centres, sports stores and other non-food businesses. EROSKI has more than 6 million customer members and employs over 28,200 people, of whom over 8,300 are cooperative members.

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