

MAXIMA GRUPĖ 2025: TRANSFORM FOR GROWTH

GOAL

CHALLENGE

INITIATIVES

COMMITMENTS

TO BE
**APPRECIATED
CHOICE** FOR
EVERYDAY

GROWTH

MAKE
MAXIMA A GREAT SHOPPING
EXPERIENCE FOR EVERYONE

+7%
GROWTH
Revenue
CAGR

FORM
WIDE-RIGHT ASSORTMENT
FOR EVERY DAY NEEDS

> 600 MLN
INVESTMENTS
EUR, Capex

VALUE

ENSURE
BEST PRICES, DRIVEN
BY EFFICIENCY

> 500 MLN
EFFICIENCY
EUR, accumulated
savings

CULTURE

CREATE
DAILY EXCELLENCE
AND SUSTAINABILITY

+5%
CUSTOMER
Annual NPS
growth

BUILD
ONE ORGANIZATION

+2%
EMPLOYEE
Annual EEI
growth