



Zurich and Bern, 8 June 2010 – Migros acquires the well known Bernese office supplies sales company in Bolligen (Berne).

IBA and Office World Join Forces

The 70 year old Swiss mail order company of office supplies – number 2 in the business to business market (B2B) – has been sold to the Migros Group. Together with the office supplies superstore chain Office World (a subsidiary of Migros) they become the leading office supplier of Switzerland: Office World for the private customer and small businesses (B2C); iba for the B2B market.

Office World, with its CHF 106 million annual turnover and iba with its CHF 58 million annual turnover unite their strengths in this acquisition while still retaining their visual brand identity and operational autonomy: Office World as a multi-channel supplier with 21 branch stores and a web shop; and iba through its different distribution channels of approximately 50,000 active business customers. This merger was made between both parties at an undisclosed sum. Jobs and management structure at both companies are guaranteed to continue: iba will stay in Bolligen and continues with its CHF 2.6 million investment in the new logistics center and E-Shop as previously planned for this year.

A Purely Swiss Solution

In exploring the way towards the iba company's succession planning, both of iba's owners Peter and Philipp Basci, could come together with Migros on the merger agreement: Peter Basci, iba's CEO, sees greater sustainability and clearly positive aspects in the takeover by Migros: *“Office World and IBA were never really competitors since Office World takes care of mostly private customers. Therefore, both businesses optimally complement each other. Additionally, as family owned businesses, we see many similarities in both our management and business cultures, as maintained and cherished in Migros long standing tradition.”* Also in parallel – dealing directly with the customer without going through any intermediaries as in the time of Gottlieb Duttweiler – is a common ground with historic roots: From the start, iba founder Ilo Basci organized himself as a wholesaler. However, his merchandise was sold directly to the end user.



A Two Brand Strategy

Both the iba brand name and the Office World brand name will still be retained in the market place. Ernst Dieter Berninghaus, iba AG's new Chairman of the Board, responsible for Migros Directorate General's Business Division said: *"We are very pleased with the iba acquisition which strategically, very much completes and massively strengthens our position in this interesting niche market. This means that we are well mobilized as a multi-channel supplier in the future."*

Peter Basci Remains CEO until Year End

Peter Basci will remain iba's CEO until end 2010. Thus, the managerial continuity is guaranteed until a strategic succession is determined. Peter Basci still remains on the Boars of Directors.

EOSA Membership: Local Operations Tied to International Purchasing

Iba has been a member in EOSA, the European Office Supplies Alliance, for more than five years. Peter Basci is also the EOSA Chairman. Thanks to the merger with Office World, the alliance now has an additional Swiss member.

EOSA was founded in 2002 as a marketing and purchasing organization for independent European office material suppliers. Today, it has a collective sales volume of approximately € 1 billion and ranks as Europe's third largest force in the office supplies industry.



About iba

On the occasion of its 70th Anniversary in 2009, iba massively enlarged its range of products and launched new services. Solely, iba realized three of its own megaprojects, thus securing its business future: A new ERP, a new E-Shop and the extension of its logistics center. From this year's planned CHF 2.6 million investment, CHF 2.1 million will be devoted to the logistic center's last phase of development.

Iba's financial figures are also in very good health: In 2009, the year of economic crisis, iba's sales still rose by 0.5%, to CHF 58 million. Workplaces were increased to 142 employees.

About Office World

Office World was founded in Great Britain in 1989 and two years later opened its first cash & carry store in Pratteln (BL). Office World has been a part of Migros since 1997. Today Office World has 17 office supplies stores and 4 city shops, including a web shop; offering an extensive network of specialist retail stores. In 2009, 272 employees in all generated more than CHF 106 million in turnover.

For Further Information:

- for iba at: www.iba.ch

- for Office World at: www.officeworld.ch

Further information, photos, images, as well as contacts for interviews available through the media relations and press officer:

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