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Kesko has published a Data balance sheet report for 2024

Kesko has published a voluntary Data balance sheet report for 2024 regarding its use of data and digitalisation.

The Data balance sheet report provides a comprehensive picture of how Kesko utilises data to create value for both its customers and its business.

“The importance of data in implementing Kesko’s strategy and reinforcing its competitiveness continued to increase in 2024. Data is a key strategic asset for Kesko, enabling us to continuously improve customer experiences, increase efficiency, and create new value for our customers, partners and K-retailers. Our report demonstrates Kesko’s commitment to transparent communication and responsible use of data,” says Minna Vakkilainen, Vice President, Data & Digital development, Loyalty and e-commerce.

Kesko has also published a voluntary report on taxes. The ‘Kesko as a taxpayer’ report details key aspects of Kesko’s 2024 tax footprint and other country-specific tax information in compliance with the recommendations of the GRI 207 standard, as applicable.

Both reports are published in PDF format in Finnish and in English, and can be found as attachments to this release as well as on Kesko’s website at www.kesko.fi/report-centre.

Further information is available from Hanna Jaakkola, Vice President, Investor Relations, tel. +358 105 323 540.

Kesko Corporation

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Attachments:

Report: Kesko's Data balance sheet 2024
Report: Kesko a as taxpayer 2024