

Press release,
July 25, 2018

“Maxima” Teams Up with “Kenyon” to Boost Emergency Management

“Maxima Latvija” grocery retail chain has selected “Kenyon International Emergency Services” to further strengthen its emergency response organization. In the coming months, a team of “Kenyon” and “Maxima” experts will scrutinize the existing crisis plans, stress-test “Maxima’s” emergency response procedures, integrate the best practices from organizations around the world, and further upgrade the training program, in order to achieve a step-change in the current emergency response organization.

“This year is a turning point for retail business - we have lowered prices for our customers as we achieved better efficiency, we have introduced a new convenience store format “Maxima Express” and opened two flagship stores in Riga at “Domina shopping” center and “Rīga Plaza” in our aspiration to improve customer experience, and we have set out to significantly increase our presence in the market. Overall, by investing 23 mil EUR in 2018, “Maxima Latvija” is planning of reconstructing 15 stores in Riga and the regions, as well as open five various format stores throughout the country. As part of our strong growth, we are reinforcing our organizational capabilities, and taking our emergency plans to a new level. We are delighted to team up with “Kenyon” to review and further develop our emergency response organization,” says **Andris Vilcmeiers, CEO of “Maxima Latvija”**.

“Maxima” and “Kenyon” will start the joint project by researching and building a map of current operations and crisis plans, and continue with a renewed plan with modified procedures for emergency teams. The final phase of the project will focus on training emergency teams of “Maxima”, stress-testing the plan, in order to find and address improvements.

“This is a very exciting project and one that we expect will be the standard for all shopping centers. We are delighted to work with the dedicated team of “Maxima” and draw on our expertise built while working with various industries and companies around the globe in the past century,” says **Robert A. Jensen, “Kenyon International Emergency Services”**.

About “Kenyon International Emergency Services”:

“Kenyon” is the international leader in worldwide emergency management, providing pre-incident crisis planning and post-emergency response services on behalf of the world’s foremost companies. Privately owned, “Kenyon” remains the only firm in its business with a hundred-year history, comprehensive resources, and experience in every type of mass fatality accident including aviation, industrial and natural disasters, war and terror attacks. Headquartered in Houston, Texas, “Kenyon” has offices or facilities in Sydney, Australia; Bracknell, UK; Santo Domingo, Dominican Republic; and Beirut, Lebanon. www.KenyonInternational.com

About SIA “Maxima Latvija”:

SIA “Maxima Latvija” is a grocery retail chain with 157 stores in Latvia, out of which 126 are X size stores, 24 are XX size stores and 5 are XXX size stores and 2 “Maxima Express” stores. This year “Maxima” also become a leader of electromobility in the Northern Europe - company introduced lithium-ion battery operated loaders which will simplify the daily work of our employees and make it more comfortable, and the technology is friendly to the environment. The company is part of the holding “Maxima Grupe” that is the largest retail chain and employer in the Baltic States with more than 30,000 staff in five countries (Lithuania, Latvia, Estonia, Poland, and Bulgaria). The operation has a team of approximately 7500 professionals in its stores, two logistics centers and the online grocery shop barбора.lv. “Maxima” has up to 60 000 products on offer at its stores in Latvia. “Maxima” stores are widening their selections of local products and are sourcing their supplies from farmers, breeders, SMEs and artisans who are based near to where the customers live.

Additional information:

Liene Dupate-Ugule
Head of Communications of SIA “Maxima Latvija”
Phone: 26425420
Email: liene.dupate@maxima.lv
www.maxima.lv

“Kenyon International Emergency Services”

Media Contacts:

United States: +1 (281) 872-6074

United Kingdom: +44 (0) 1344 316 650