



Iceland Food Group and Diebold Nixdorf Extend Plastic Reduction Trial in Wolverhampton Store

June 11, 2018

LONDON and NORTH CANTON, Ohio – Today, Iceland Food Group announced that it will be extending its market-first trial for the use of Diebold Nixdorf (NYSE:DBD) reverse vending machines across England, as it continues its efforts to end the scourge of plastic pollution.

The Food Warehouse Wolverhampton, which is part of the Iceland Food Group, will be trialling the machine at its Peel Centre store on Stafford Street for the next six months from today.

The installation is a first for The Food Warehouse, Iceland's fast-growing chain of larger stores, and is designed to help the company better understand consumer perceptions and appetite for plastics recycling technology, following the launch of its industry-first trial in Fulham last month.

Reverse vending machines reward individuals for recycling by providing money or vouchers in return for empty containers. The Food Warehouse Wolverhampton's reverse vending machine will accept Iceland's empty plastic beverage bottles and repay customers with a 10p voucher for each recycled bottle to be used in store.

Iceland's in-store trials come ahead of the launch of the national Deposit Return Scheme, which is expected to be launched in the next few years. The aim is to understand customer reaction and provide the Government and industry with insights that will support the creation of a national scheme.

Iceland Food Group's Managing Director Richard Walker commented: "Today's announcement is a further step in our commitment to tackling the issue of plastic pollution globally, following our pledge to eliminate plastic packaging from all of our own label products by the end of 2023. While our initial trial in London has been a success, we feel it is important to include insights from consumers elsewhere in the UK to get a better understanding of the challenges we might face. At least one third of plastics, mostly relating to packaging, is single use and then discarded – plastic bottles are a prime example. Through our trials, we hope to understand how to make it easier for people to act in an environmentally conscious way, while tackling the threat of the millions of plastic bottles that go unrecycled every day."

Retail solutions specialist, Diebold Nixdorf, supplied the reverse vending machine for Iceland's Food Warehouse in store trial in Wolverhampton.

Ben Gale, Managing Director of Diebold Nixdorf UK, said: "We're delighted to be working with Iceland to gain insights into the way British consumers want use our reverse vending machines. With over 14,000 devices installed in countries across Europe and around the world, we are global experts in the field and we know how important it is to understand how people use the machines. The Government will soon be consulting on the roll-out of the Deposit Return Scheme, and plans are being made in Scotland. We're part of both of these processes and will use the insights we get from this and other trials to ensure that the final scheme works well."

It is estimated more than 12 million tons of plastic enters the world's oceans every year, putting the lives of all forms of marine life at risk, from larger animals through to plankton, and there are fears that toxins originating from plastics are then re-entering the food chain via seafood.

Iceland announced in November last year that it would be supporting Greenpeace's call to the Government to adopt the Deposit Return Scheme for bottles. The company has a long history of campaigning and leading positive change for the environment, being the first UK supermarket to remove artificial flavors and colors from its own brand food and the first UK retailer to commit to removing palm oil from own label ranges.

For more information please contact:

- Iceland@webershandwick.com (0161 238 9400)
- keith.hann@iceland.co.uk (01244 842228)
- Dieboldnixdorf@newgatecomms.com (07884 496 251)
- leanne.cobb@dieboldnixdorf.com (07920 078 993)

About the Food Warehouse

Formed four years ago, The Food Warehouse now has more than 50 stores across Britain. They are all big (with a car park to match), providing the value and convenience of a wholesale store, without the hassle of membership.

The Food Warehouse is opening new stores up and down the country in retail parks and larger shopping districts. Each store is given a top quality warehouse style fit out, and covers around 10-15,000 sq. ft. of retail space.

The Food Warehouse offers great value, family-favourite products across frozen, chilled, fresh, branded grocery and homeware lines. With BIG DEALS across many big brands, customers can make big savings buying in bulk, where savings are passed directly onto shoppers. There are special 'When It's Gone, It's Gone' deals too, where customers can purchase selected homeware lines at great value.

The Food Warehouse also has a number of exclusive partnerships with brands including Slimming World, Pizza Express and Millie's Cookies. There's no sign-up required at The Food Warehouse, customers can just arrive and start shopping straight away.

The Food Warehouse is part of the Iceland Food Group.

About Diebold Nixdorf

Diebold Nixdorf, Incorporated (NYSE: DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape. The company has a presence in more than 130 countries with approximately 23,000 employees worldwide. Visit www.DieboldNixdorf.com for more information.

Contact(s):

Ulrich Nolte

Media Relations - Germany

Email: ulrich.nolte@dieboldnixdorf.com

Phone: +49 5251 693 5211

Steve Virostek

Investor Relations

Email: steve.virostek@dieboldnixdorf.com

Phone: 330-490-6319