



Annual Review

2025

 HOK-ELANTO



400+ outlets

We offer services in the supermarket trade, the department store and speciality store trade, service station store and fuel sales, and the restaurant business - when you add it all up, we're serving our community in over 400 locations.



Together we build a better place to live

In 2025, HOK-Elanto's Alepa chain celebrates 10 years as a proud partner of the Helsinki region's city bike program.



There are nearly 7,000 of us

There are nearly 7,000 of us! Our goal is to be the best workplace in the service industry. In spring 2025, HOK-Elanto was honored for the fourth time with MIELI Mental Health Finland's "Good Mood Workplace" recognition.

120

HOK-ELANTO

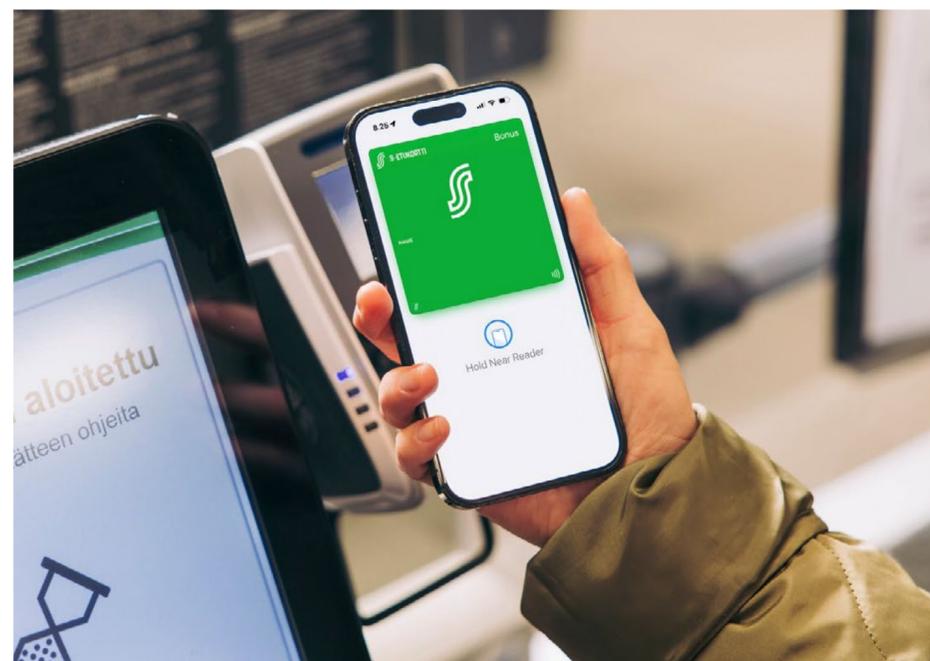
120 years of a shared journey

HOK-Elanto's story dates all the way back to 1905, when a co-op was founded to make everyday life a little easier for people in Helsinki. Today, 120 years later, we're still doing that - as Finland's largest cooperative and the country's most widely owned company.



Developing our network

We are committed to developing our service network with a long-term view - investing in local communities, creating new jobs, and making our region an even better place to live.



2.7
B€
turnover

400+
outlets

724,000+
co-op members

97
M€
paid Bonuses and
payment method
benefit

Nearly
7,000
employees

The turnover of the HOK-Elanto Group and the operating profit according to the sector

	Turnover, M€	Operating profit, M€
Supermarket trade	2,339.2	42.2
Department store trade	70.8	0.2
Restaurant business	88	-1.2
Service station stores and fuel sales	135.7	4.4
Other operations and administration	39.4	14.3
HOK-Elanto Group total	2,673.1	59.9

Finland's largest cooperative brings services closer to you – whenever you need them

HOK-Elanto is the largest regional cooperative store within the S Group and one of the most significant employers in the area. With over 400 outlets and nearly 7,000 employees, it operates a comprehensive network of stores and restaurants, some of which are open 24/7. As an owner, you'll enjoy the best benefits on your purchases.

PERSONNEL*



OUTLETS

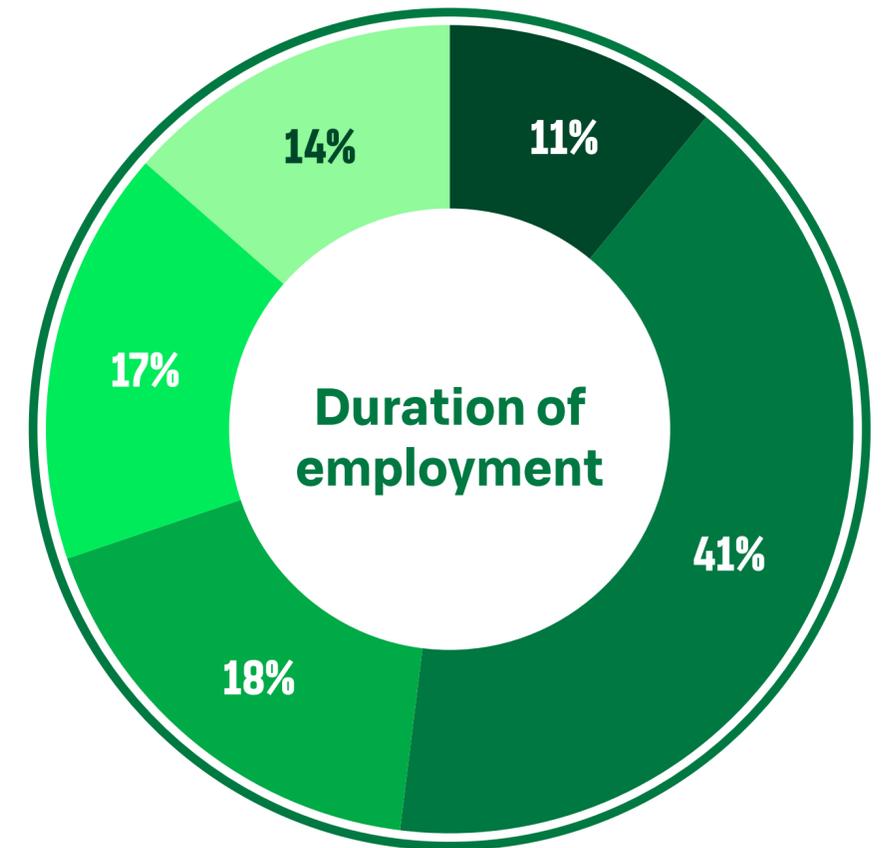
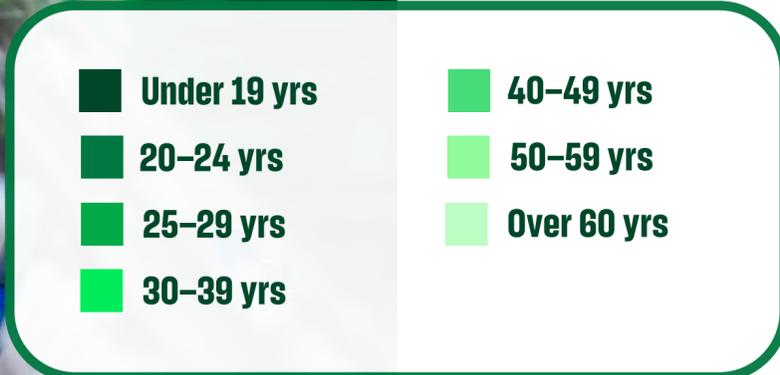


TURNOVER (M€)



*permanent employees, full and part-time

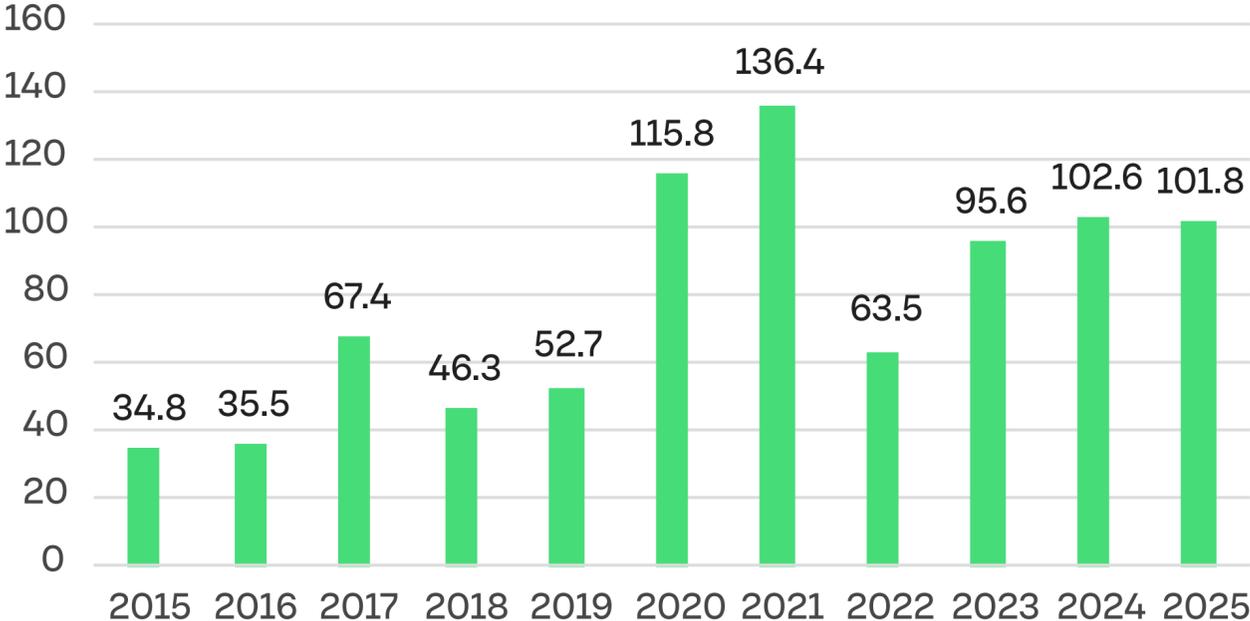
We take pride in our skilled personnel



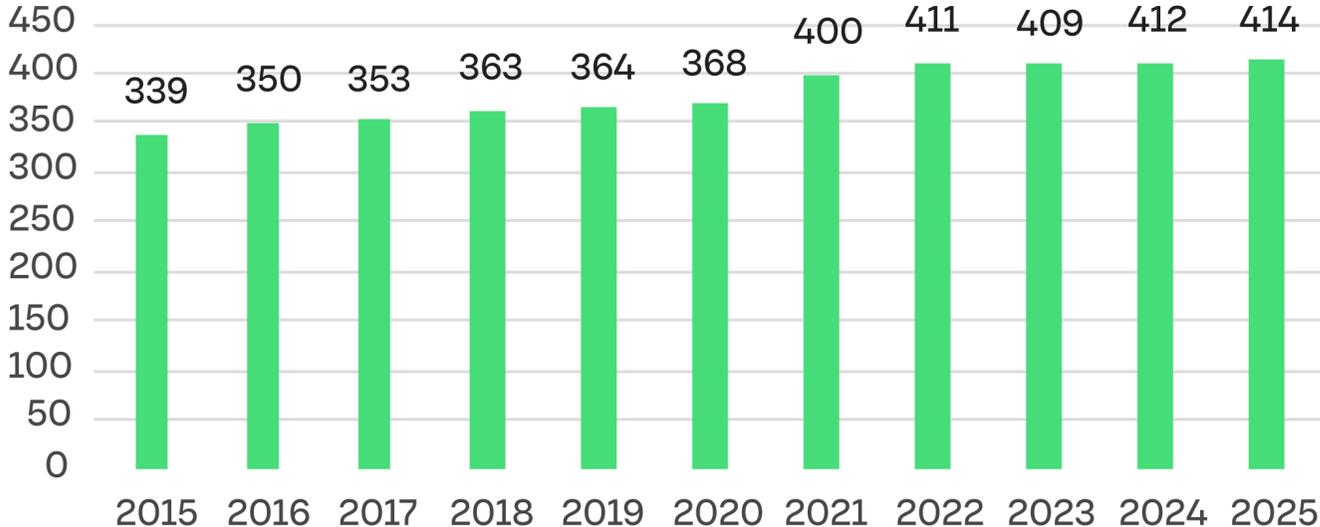
Long-term network development for the benefit of our co-op members

HOK-Elanto has invested nearly **900M€** to develop the Helsinki region in the past 10 years.

HOK-Elanto's investments 2015-2025 (M€)

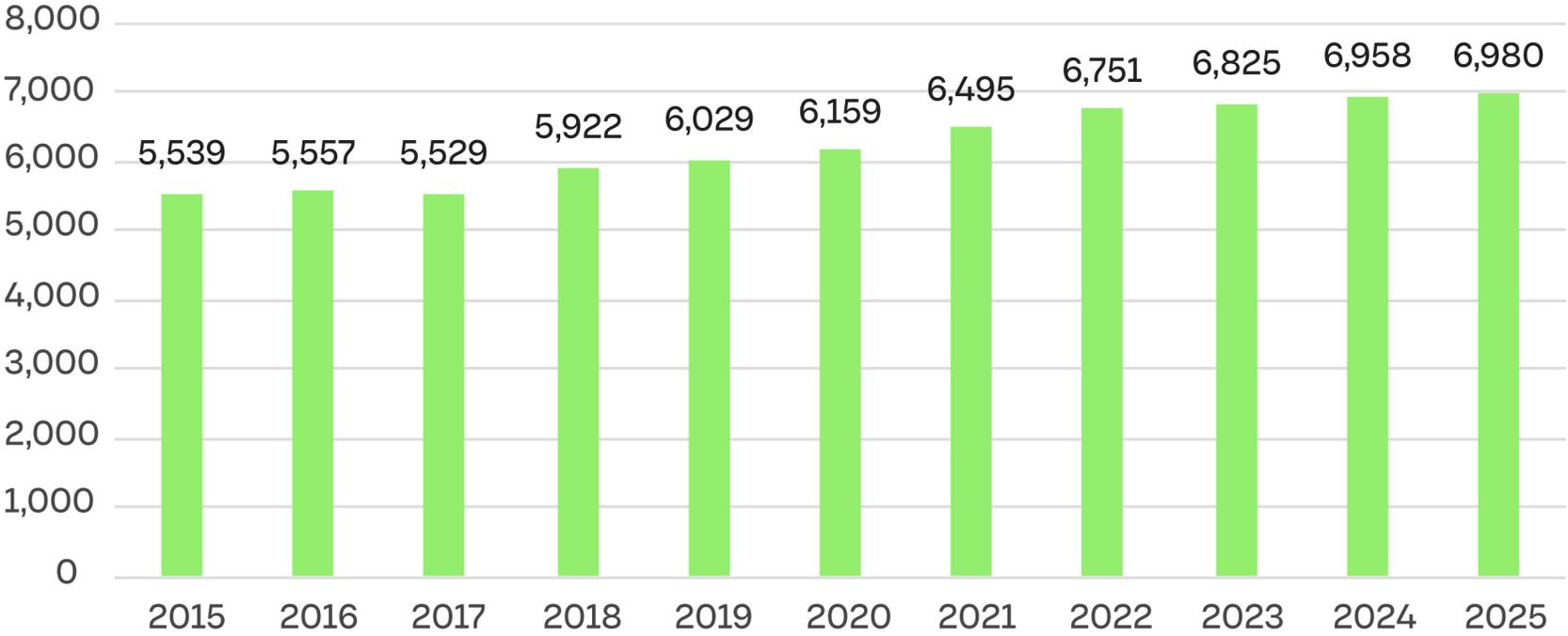


Number of HOK-Elanto outlets 2015-2025



We are one of the largest employers in our operating area

HOK-Elanto workforce 2015-2025*

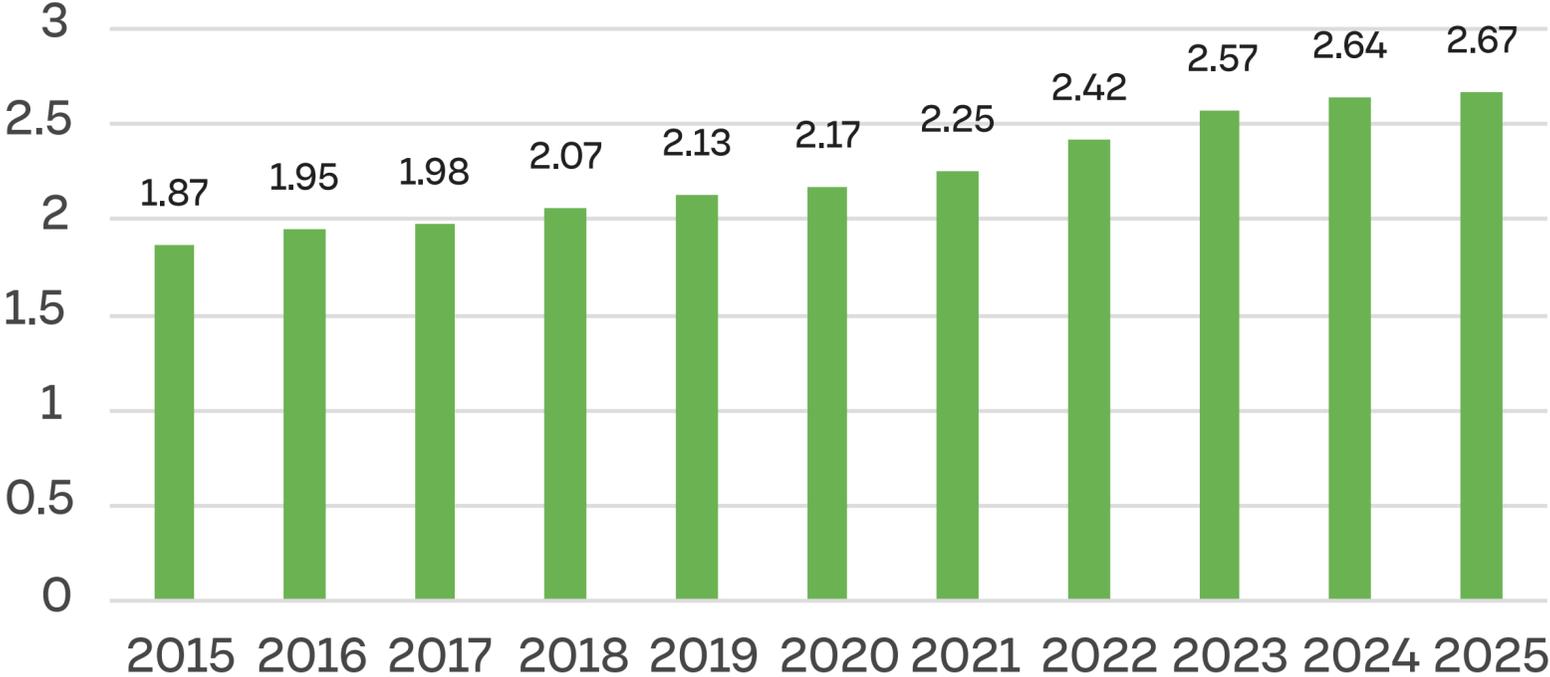


*permanent employees, full and part-time



A growing and developing cooperative

HOK-Elanto's turnover 2015-2025



The administration of the Cooperative Society is elected democratically

HOK-Elanto is a Cooperative Society that is owned and governed by its members. Owners choose the administration of the society in an election of representatives every four years.

Representatives

A total of 60 representatives and 60 deputy representatives are elected to Council of Representatives of HOK-Elanto. The Council of Representatives decides, for example, the rules of the Cooperative Society, approves the balance sheet of the previous year and decides on the measures it sees fit concerning the profit as well as elects the members of the Supervisory Board and the auditors. Furthermore, the representatives may make initiatives to the Board of Directors of the Cooperative related to the sector.

Supervisory Board

The task of the Supervisory Board is to supervise the administration and operations of the HOK-Elanto, which is managed by the Board of Directors and the CEO. The Supervisory Board confirms the core strategies of the Cooperative and the

overall financial objectives, decides on the relevant changes in operations and organisation as well as appoints the CEO and elects the members of the Board of Directors of the Cooperative. HOK-Elanto's Supervisory Board has 18 members, with two representatives from the personnel. The members are appointed every three years.

Board of Directors

The Board of Directors promotes HOK-Elanto's interests and manages its affairs according to the Cooperatives Act, Cooperative regulations, the Statutes of the Cooperative confirmed by the Supervisory Board and the regulations and decisions issued by the Representatives and Supervisory Board. The Board of Directors is responsible for the success of the business. The Board of Directors decides on the strategies and overall objectives, investments, the annual financial objectives and operational plans as well as manages and supervises the operational business. The HOK-Elanto Board of Directors consists of the CEO and six Board Members, appointed by the Supervisory Council. The Board of Directors are appointed annually.

[MORE INFORMATION ABOUT MEMBERS OF HOK-ELANTO ADMINISTRATION](#)

HOK-ELANTO'S MANAGEMENT GROUP

Veli-Matti Liimatainen
CEO

Tuomas Ahola
Director of Communications and Marketing

Juha Ilvonen
CFO, administrative director

Lassi Juntunen
Division director

Timo Myllynen
Real Estate Director

Kimmo Nikula
Division director

Henriikka Puolanne
Division Director

Kaisa Tuuliainen
HR Director

Kirsi Vehkaluoto
CTO

HOK-ELANTO'S OPERATING AREA

OUTLETS

