



FOR IMMEDIATE RELEASE

CBS Co-operative Launches into Rural Sector Following Huge Success in Building

– Following years of strong growth and success supporting tradespeople across New Zealand, CBS Co-operative is proud to announce its official expansion into the rural sector.

Founded with the mission of empowering its members through collective buying power, CBS has delivered unmatched value to over 2,000 members in the building and construction industries. Today, that same successful model is being extended to support New Zealand's farmers, growers, and rural contractors.

"After listening to the needs of our members and seeing the similarities in buying patterns between trades and rural businesses, we knew it was time to launch into the rural sector," said Carl Taylor, CEO of CBS Co-operative. "The co-op model works because it's built on transparency, unity, and giving back. That's something rural New Zealand can absolutely benefit from."

CBS members gain access to exclusive upfront discounts from more than 30 of New Zealand's leading merchants – including suppliers of fencing, tools, fuel, machinery, safety gear, and more. Profits are returned to members through annual rebates, ensuring the benefits stay where they belong – with those who do the hard work.

With no external shareholders and a true commitment to supporting its community of members, CBS is positioning itself as a compelling alternative to traditional rural supply chains.

Farmers, growers, and rural professionals are encouraged to visit www.cbsscoop.co.nz to learn more about membership benefits and how CBS can support their operations.

Yours sincerely,

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