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Hej!

Welcome to the 2024 IKEA Canada Summary Report where we provide an in-depth look at our business results and accomplishments from the past fiscal year (FY).

Over the last year, we saw the high cost-of-living and economic challenges impact the way Canadians chose to spend their hard-earned dollars. As a result, IKEA Canada maintained 2.87 billion dollars in retail sales in Fiscal Year 2024 (-1.4% compared to Fiscal Year 2023) while remaining focused on lowering prices and siding with Canadians when they needed us most.

While it was a challenging year, I’m so proud of our co-workers from coast-to-coast who continue to meet our customers with care, support our communities in need, and help to create a better everyday life for the many Canadians who seek affordable and sustainable solutions to live a more fulfilling life at home.

I remain optimistic for the year ahead and know that our continued investments in our business will help to make an even better IKEA to meet the needs of our co-workers, customers, and communities for generations to come.

A big TACK (that’s Swedish for thank you) for your interest in IKEA Canada!

Selwyn Crittendon
CEO & Chief Sustainability Officer
IKEA Canada

Results at a glance



\$2.8B

total sales
1.4% decrease

\$767M

online sales
26.7% of total sales

32.6M

store visits
14% increase

Canadians enjoyed:



22.9M+ meatballs



2.9M+ plant balls



3.3M+ hot dogs



2M+ frozen yogurts

162.6M

online visits
2.3% decrease

1.1M

orders delivered
966,754 Click and collect orders

\$137M

in food sales
11.3% increase

*September 1, 2023 to August 31, 2024
Stats compared to FY23*

Learning what's important to Canadians in their homes

In FY24, IKEA globally released its 10th annual Life at Home Report, revealing the secrets to a happy home. This year, we connected with more than 37,000 people in 38 countries – the largest number of participating countries to date.

This study included more than 1,000 Canadian participants from coast-to-coast and enabled us to learn how Canadians are living in their homes and what is top of mind for them. Through this research, we discovered how much Canadians value and find joy in their homes. For example, 74% believe their homes help them to live more sustainably, which makes them feel positive about their spaces.

In Spring 2024, we also re-launched our Home Visit program. IKEA Canada representatives across Home Furnishing and Retail Design (home design experts) visited hundreds of Canadians in their homes, both in person and virtually.

This program allows us to learn how Canadians truly live at home, spotlighting their needs, dreams, and challenges. These insights help to inspire the creation of new home furnishing solutions in IKEA stores and other customer touch points to help improve life at home for the many Canadians.



Inspiring Better Homes

We know our customers' lives are constantly evolving. To continue meeting their needs and dreams, we're taking bold steps to become more accessible and affordable for Canadians. This year we've demonstrated our commitment to being an affordable retailer by lowering our prices on thousands of products and by offering new financial services to make life at home dreams a reality for more of the many.



IKEA invests \$80M to reduce prices

Securing the lowest price has been a pillar of the IKEA brand's Democratic Design philosophy for the past eight decades. This fiscal year was an important one to demonstrate our commitment to being an affordable retailer for the many Canadians. We invested over \$80M to reduce prices on over a thousand products in our range.

The recent IKEA Life at Home Report notes that 45% of Canadians say their household finances and disposable income are a top concern, while 37% are concerned about the state of the economy in the country.

The multi-million dollar investment focused on reducing prices on the products that we know Canadians value most – from classic design icons such as the STRANDMON chair, KALLAX shelving system, and IKEA Kitchens to everyday essentials such as lighting solutions, cookware, textiles, and many more.



IKEA Canada customers value our lowered price products

In FY24, the top selling products of our lowered priced items included our iconic KALLAX unit, functional PAX wardrobes, and our much-loved SEKTION kitchen solutions. As we embark on FY25, making our products more affordable will continue to be a primary focus for us as we remain committed to getting IKEA price points back to pre-pandemic levels.

"We know that our products and home furnishing solutions bring joy to people every day and have helped millions to fulfil the dream of a beautiful and affordable home for more than 80 years globally and 48 years in Canada. We remain resolute in our commitment to affordability and value for money – that's so important right now."



Selwyn Crittendon
CEO & Chief Sustainability Officer
IKEA Canada

Fun fact

IKEA Canada has re-run one of its most iconic television advertisements, adding much-loved nostalgic energy to the home furnishing retailer's commitment to lowering prices. The ad's signature phrase "start the car" has become a euphemism for getting an amazing deal since it first appeared two decades ago.





DAJLIEN
Rolling storage
\$99

Training isn't everything, but everything can be training. DAJLIEN aims to redefine training through smart, multi-functional products that are easy to use, store, wear, and bring along with you - and designed to fit seamlessly into the home. The collection is designed using a Scandinavian palette featuring pastel green and yellow, white, and light wood tones.





IKEA Canada celebrates year one of financial services offering

Financial services are now available at IKEA stores across Canada to help make home furnishings more accessible and convenient for Canadians. In keeping with our longstanding vision to create a better everyday life for the many, we've collaborated with Royal Bank of Canada (RBC) to provide purchase-financing for our customers through PayPlan by RBC™. This pay-over-time solution gives in-store customers access to simple and straightforward financing with no hidden fees, all from a trusted source. In addition to PayPlan by RBC™, we also offer Pay in 4 by Afterpay, which allows customers to split purchases into four interest-free payments while shopping online.

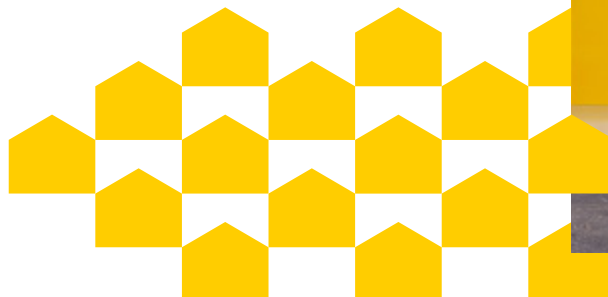


Highlighting storage across the home

Each year, IKEA globally focuses on one key home furnishing area to prioritize its sales offers, highlight exciting new products and solutions, and ensure co-workers and customers keep it top of mind. In FY24, our extraordinary focus celebrated storage across the home.

To kick off the year in Canada, we partnered with renowned Canadian designers, Mason Studio, on a pop-up brand activation. The IKEA Canada Open House highlighted a larger-than-life installation of one of our most celebrated storage products – the KALLAX shelving unit. The event celebrated eight decades of design and innovation and welcomed 500+ visitors to the exhibit over the course of a weekend.

Storage across the home was a growth driver for IKEA Canada during FY24. It delivered more than 7% turnover and 10% in double-digit increase in the quantity of items sold. Bedroom, living room, and children's storage were key areas that led to most of the growth. IKEA Canada also introduced innovative new products including PAX wardrobe's new foldable frame, a new sustainable BILLY bookcase, and VIHALS, a new anchor and unlock chest of drawers solution.



Photography by Scott Norsworthy



Inspiration in store

In FY24, we hosted many engaging events and experiences to create excitement and continue building lifelong relationships with our co-workers and customers. It was the first year of our “Hej Days” experience, a commercial event focused on in-store and online savings including 15% off market hall items, discounts on IKEA Food, and added giveaways in-store. During our Hej Days event, we welcomed over 450,000 customers into our stores across Canada and over 2M customers online.

In addition to sales events, we also highlighted exciting in-store food experiences including our customer-favourite Valentine’s Day dinner and our Swedish Julbord where we transformed our restaurants into intimate dining experiences with curated menus. Both events were sold-out successes – with customers sharing their excitement over social media and reserving tickets well in advance!

In FY25, we will continue to create inspirational in-store experiences and events to highlight our affordable product and service offerings as well as build brand love and loyalty among our customers and co-workers.



Fun fact

This year, our IKEA Family loyalty program reached 5 million members in Canada! IKEA Family allows us to get to know our customers’ tastes, ideas, and plans, to curate the best IKEA experience and help bring their ideas and dreams to life.

Creating Better Lives



We're on a life-long journey to support a fairer and more equal society. Equality is the foundation of creating a better everyday life for the many and we've committed to integrating equity, diversity, and inclusion into all aspects of our business – putting people at the heart of everything we do.



Building lifelong relationships with our co-workers

We know that nearly one in 10 Canadians value purpose-driven organizations when it comes to considering employment opportunities. In 2023, we launched a new employer brand campaign, featuring real IKEA co-workers and their stories, to demonstrate that you can build a meaningful and lasting career with IKEA. Over the past year, we continued to showcase the unique and inspiring journeys of our co-workers, both internally and externally, as we recruited new talent and strengthened connections with our current co-workers.

In order to build a lifelong relationship with our co-workers, we are guided by a People Strategy that focuses on taking care of our co-workers and the things that matter most to them such as flexibility, financial tools and options, development opportunities, and mental health benefits.

This past year, we rolled out two significant People & Culture initiatives: updating our parental leave policies and improving our Group Savings Plans.



To better align with our Equality, Diversity & Inclusion (ED&I) agenda, we shifted our maternity leave to parental leave, which is now inclusive of Birth Mother, Father, Same-sex parent, and Adoptive parent. Leadership, full-time, and part-time co-workers are eligible for this more robust program, which offers 17 weeks of salary top-up for the birthing parent and nine weeks for the non-birthing parent.

We also introduced two improvements to our Group Savings Plans to better support co-workers' financial well-being: the option to direct IKEA matching to a Tax-Free Savings Account and the availability of Retirement Income Funds (offered via Canada Life).

Throughout 2024, we saw a significant decrease in our co-worker turnover rate - starting the year at 35% and ending at 24.5% - the lowest turnover rate in a decade! We surpassed our goal of 29% and overtook last year's result by a wide margin of 11.2%. In FY25, we endeavour to continue this downward trend while more importantly, building up our co-workers and their purpose-led journeys with IKEA.

Canada's Best Employers for Diversity

In July 2024, we were named one of Canada's Best Employers for Diversity by Forbes and Statista for the third consecutive year. The designation is awarded to companies leading the way in the areas of age, gender equality, ethnicity, disability, 2SLGBTQ+, and general diversity and inclusion. While we're proud of this achievement, we know there's always more work to be done. We'll continue to make positive movements in our ED&I journey until every co-worker feels that they can bring their whole self to work.



♥ **"At IKEA, our vision is to create a better everyday life for the many people, and this starts with our co-workers. Being recognized on Forbes' list for the third year in a row is not only an honour, but a testament to our unwavering commitment to creating an inclusive workplace that celebrates diversity in all its forms. This starts with our recruitment efforts and carries through to all aspects of our business including ways of working, policies, processes, and customer interactions. We're committed to continuing this important work to ensure that every employee feels seen, heard, and empowered every single day."**



*John Williams
ED&I Leader
IKEA Canada*



TESAMMANS

Side table

\$69⁹⁹

Discover a collaboration between IKEA and design duo Raw Color. Together, we created TESAMMANS, a collection of furniture, textiles, and decoration filled with surprising colour combinations – ready to brighten up your space and add an unexpected twist to what you already have in your home.





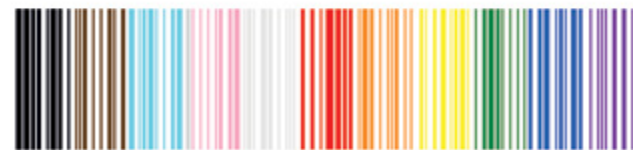
PRIDE

2SLGBTQ+

01.06.2024



Made in Canada

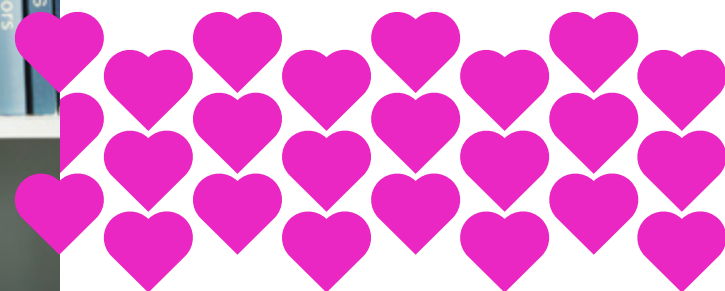


EN

At IKEA Canada, celebrating Pride means creating an inclusive environment where all 2SLGBTQ+ co-workers and customers feel welcomed, respected, and supported – no matter who you are, who you love, or who you choose to assemble furniture with.

FR

Chez IKEA Canada, la célébration de la Fierté est un moyen de créer un environnement inclusif qui accueille, respecte et soutient les collaborateurs et les clients 2ELGBTQ+, peu importe leur identité, leur amour ou la personne avec qui ils choisissent d'assembler des meubles.



Celebrating the diversity of our co-workers and customers

At IKEA, our ambition is to create a workplace where people of all genders, ethnicities, races, nationalities, abilities, and sexual orientations feel included, and where they can safely bring their full selves to work to grow and thrive. Throughout the year, our units across Canada celebrate many ED&I days of significance to help foster an inclusive environment where everyone feels safe, valued, and respected. These celebrations honour and acknowledge the diverse backgrounds, cultures, and experiences of the community and encourage education and meaningful dialogue among our co-workers and customers.

We are also proud to have various Co-worker Resource Groups (CRGs) in place, which help to promote an inclusive culture and contribute to making IKEA Canada a great place to work. Our current CRGs support co-workers who are racialized, Indigenous, and 2SLGBTQ+, as well as aiming for gender balance in the workplace, providing an opportunity to communicate with each other, allies, and leaders at IKEA. CRGs foster collaboration and diverse ideas, leading to a more positive and innovative work environment that benefits everyone. In short, CRGs are not just support groups; they're strategic assets that drive our success by empowering the many.



"IKEA does not see that roles should fall within certain gender stereotypes but allows people to try new things and thrive in these areas if they so choose. IKEA has always supported my journey of equality before we even started using the words, whether supporting my work life or my home life."



*Geraldine Ennis
Goods Flow Manager
IKEA Halifax*



Supporting the communities we serve

We've transitioned from short-term impact initiatives to initiatives with lasting, positive change in society. Our Ingka Neighbourhoods framework aims to create long-lasting social impact in neighborhoods near our stores and customer meeting points. It focuses on projects across three areas where we believe we can make the most difference: increasing access to better homes; creating pathways to decent work; and enabling the many people to participate.

♥ **"Rainbow Railroad's mission to help individuals who are forced to flee their homes really resonates with IKEA and the work that we do to support refugees and newcomers to Canada. We were very proud to partner with such a positive and impactful organization that aligns with our purpose to create a better everyday life for the many. And what better way to celebrate progress and to continue rallying for change than with a slice of colourful, delectable cake?"**



*Ron Conacher
Food Commercial Manager
IKEA Canada*

Proudly showing our Pride

At IKEA, we believe that everyone has a right to be treated fairly and provided with equal opportunities – regardless of their sexual orientation or gender identity. We're committed to creating an inclusive environment where all our customers and co-workers, including 2SLGBTQ+ people, can feel at home, not just at IKEA but everywhere. Each year, we celebrate 2SLGBTQ+ rights and remind ourselves of the progress still to be made by raising the Pride Progress flag on International Day against Homophobia, Transphobia, and Biphobia (IDAHOBIT); participating in Pride marches across Canada; providing safe spaces and forums where co-workers from the 2SLGBTQ+ community and allies can share and support one another; and donating proceeds of our STORSTOMMA bags to local organizations that provide support services and programs to 2SLGBTQ+ individuals, adding to more than \$250,000 raised since 2018.

In 2024, we were also very excited to have formed a new partnership with Rainbow Railroad, a global not-for-profit organization that assists at-risk LGBTQI+ people facing persecution and violence, get to safety worldwide. By donating 100% of sales from our Rainbow cake (up to \$200,000), we helped Rainbow Railroad support approximately 500 LGBTQI+ refugees in creating a better everyday life in Canada.

Indigenous Reconciliation

In 2021, we established our Indigenous Reconciliation Strategy focused on the Truth and Reconciliation Commission of Canada's (TRC) Call to Action #92 for Business and reconciliation. The strategy continues to evolve and unfold under three key pillars: learning and teaching, collaboration and conversation, and reciprocity with Indigenous communities. In our units across Canada, we celebrate National Day for Truth and Reconciliation, National Indigenous Peoples Day, and National Indigenous History Month to recognize the unique heritage, diverse cultures, and outstanding contributions of Indigenous people, along with our commitment to Reconciliation. Our units also work to establish meaningful and long-lasting relationships with local Indigenous communities. This year, IKEA Richmond, together with our Vancouver Customer Distribution Centre (CDC), provided home furnishing expertise and products to support the creation of Ta Tsíptspi7lhk̓n (Language Nest) - the first dedicated language and cultural centre of the Squamish People in 90 years. IKEA Beauharnois Distribution Centre and Customer Distribution Centre (DC and CDC), in collaboration with the Kanien'kehá:ka Onkwawén:na Raotitióhkwa Language and Cultural Center (KORLCC), launched an Artistic Mural contest to showcase a local artist's work at the entrance of the IKEA Beauharnois warehouse.



Change for a Better Planet

As Canada's largest home furnishing retailer, we believe it's our responsibility to have a positive impact on both people and the planet. We're on a journey to accelerate our climate actions to halve our emissions across the entire IKEA value chain by FY30 and reach net zero by FY50. In addition to our strengthened climate actions, we continue to inspire our customers to live a better everyday life within the boundaries of the planet with a focus on healthy and sustainable living, circularity, and positive social impact.



Doing our part to create a greener future



14,278 solar panels

produced 3,459,501 kWh



2 wind farms

produced 323,319,686 kWh
of generated power



3 geothermal properties



78 EV chargers

for customers and co-workers



39,169 Canadians

charged their vehicles at IKEA



67 EV charging stations

dedicated for commercial trucks



107,028 deliveries

completed by electric delivery trucks

Data from September 1, 2023 to August 31, 2024



"I love that IKEA offers many opportunities to explore new things and take different responsibilities. I see myself working at IKEA for the next thirteen years. I can't say what I'll be doing, but I know at IKEA the possibilities are endless. To a glorious future!"



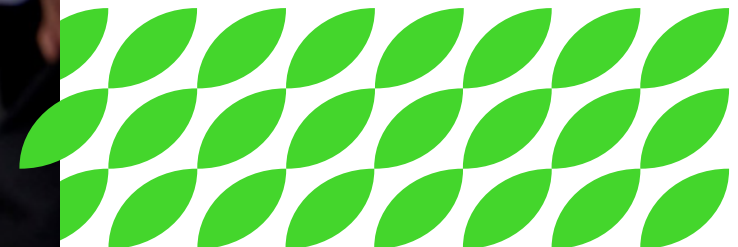
Jocelyn Emery
B2B Specialist
Customer Support Centre



DAKSJUS
Plant pot, 4-pack
\$899

Feel inspired to bring out your inner green thumb! DAKSJUS is for everyone who enjoys planting, growing, and living a more sustainable life at home. With well-designed plant stands, pots, and accessories, it has everything you need for mess-free gardening, easy maintenance of your green friends, and a beautiful way to display your work.





Steering towards a greener future with electric vehicles

We're proud to continue leading the way as a sustainable retailer by investing in our electric vehicle (EV) infrastructure across Canada. By 2025, we aim to have 100% of our home deliveries made using EV or other zero-emission (ZE) solutions in primary market areas. Over the past year we added 45 new trucks to our fleet which enabled us to complete 107,028 home deliveries across Canada using EV, which equates to 15% of our total home deliveries in FY24. We continue to be one of the only retailers of big and bulky deliveries using ZE trucks and hope to influence others to make this a more common practice in retail.

Recognized as Canada's Greenest Employer

For the 16th consecutive year, IKEA Canada was named one of Canada's Greenest Employers in 2024, selected by Mediacorp Canada Inc. The award recognizes employers that lead the nation in creating a culture of environmental awareness and attracting talent to their organizations because of strong environmental leadership.

Making sustainable living affordable for the many Canadians

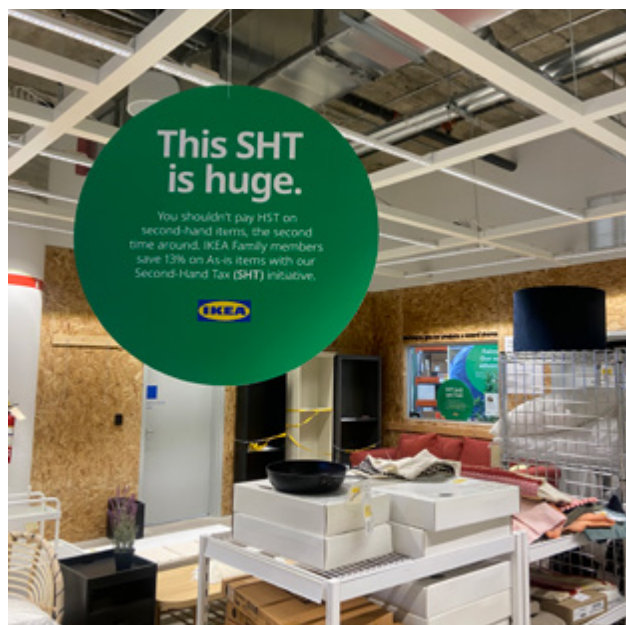
One way of inspiring a better everyday life within the boundaries of the planet is making healthier and more sustainable living the easy and affordable choice for the many. At IKEA, we develop products and services that enable people to make more sustainable choices such as reducing food waste, eating more plant-based foods, saving energy and water, and caring for and passing on pre-loved IKEA products.



Oh SHT! (Second-Hand Tax)

Did you know that Canadians have been paying tax on second-hand items, even though the tax was already paid the first time around? Pardon our Swedish, but we think that's SHT (Second-Hand Tax).

To kick-off Earth Month, we sparked an important conversation about this issue, hoping to put an end to the double tax on second-hand items. An online petition brought in over 35,000 signatures and the campaign garnered attention from other retailers, government officials, and our customers. We aim to continue this conversation into FY25 so that one day the double tax will come to an end, for good.



Empty housing isn't a home

We believe that everyone deserves to live with dignity in the comfort of their home. Yet, there are hundreds of thousands of individuals and families across Canada that are 'housed' but not 'homed' and living without basic home furnishings such as beds, sofas, and tables. This is defined as furniture poverty; a situation that can lead to physical, emotional, and financial consequences for those who experience it.

We're leading an impactful collaboration with Furniture Bank in the Greater Toronto Area (GTA) to address furniture poverty and promote sustainable practices within our community. What began as a pilot program in 2019 to repurpose returned IKEA mattresses has now flourished into a three-year agreement with Furniture Bank to service all GTA IKEA locations, aiming to significantly alleviate furniture poverty throughout the area. Since 2019, we've donated over 25,850 mattresses to approximately 11,680 families in need. The reuse of these mattresses has prevented the emission of greenhouse gases equivalent to 1,734 metric tons of CO₂. We plan to continue strengthening the capabilities of our partnership with Furniture Bank to improve circularity efforts and meet social needs in an ethical, motivated, responsible, and community-oriented manner, while looking for ways to extend this program across Canada.

"At IKEA Canada, we've always believed in the power of giving back to communities we serve. Furniture poverty is a crisis behind closed doors with many individuals and families lacking basic home furnishings to live with dignity. Our expanded partnership with Furniture Bank allows us to continue making a tangible difference in the lives of those who need it most, while also promoting sustainable practices in our community."



*Helene Loberg
Head of Sustainability
IKEA Canada*

One Home, One Planet: Canada

In April, we welcomed over 100 like-minded individuals from different brands, businesses, government, social enterprises, community groups, and academia to our One Home, One Planet (OHOP) event. OHOP is an IKEA event that has been experienced around the world including in Germany and the US, and for the first time ever, was hosted in Canada.

OHOP is about taking shared action to common problems. Action always speaks louder than words, so at this OHOP event, we focused on solutions to the challenge that has been years in the making: how do we help all Canadians find practical and accessible circular solutions, including repair and reuse, that they can easily implement in their homes? We're keen to roll up our sleeves and continue working with our partners from coast-to-coast to create much-needed change.



Creating a Better Business

Our journey to becoming a leading omnichannel retailer is well underway as we continue to introduce new ways to shop, enhance store experiences, bolster digital capabilities and services, and optimize our fulfillment networks to ensure an integrated and seamless experience across all customer touchpoints.



Bringing IKEA closer to the many Canadians

We're committed to making IKEA products, solutions, services, and inspiration more accessible and affordable to our customers by bringing our customer meeting points closer to where they live, work, and socialize. Plan and order points are easy-to-access locations where customers can get personalized design support from IKEA experts to create the spaces of their dreams that meet their evolving needs at home. Once their order is placed, customers can have it delivered directly to their homes or to a local collection point. In 2024, we celebrated the grand openings of three new Plan and order points located in London, ON; Lachenaie, QC; and Barrie, ON — bringing our growing network of Plan and order points to eight such locations across Canada.



Becoming a leading omnichannel retailer

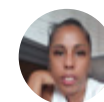
As leaders in life at home, we are always looking for ways to optimize our operations to better meet our customers' needs for convenience, affordability, and speed, while helping fulfill their aspirations for a better life at home. True to our entrepreneurial spirit, we continually test, try, and learn from new initiatives as we develop and transform almost all parts of our operations.

Last year, we introduced various digital enhancements to help support an improved customer experience and journey. This included digital integration of assembly services to allow customers to purchase products and services simultaneously; enhancements to our digital selling platforms to better serve our customers with finding products, planning, and placing orders; improvements to in-store self-serve kiosks with integrated planning tools to provide customers with the ability to plan and place orders themselves; and updates to our refund cards to offer them in a digital format.

In 2023, we announced plans to inject more than \$400 million into expansion projects in the Greater Vancouver and Toronto areas that will enhance our delivery and pick-up services as well as strengthen our fulfillment capabilities to ensure products reach customers as quickly as possible. Over the past year, we have successfully met many major milestones in these complex, multifaceted expansion projects. Guided by our commitment to taking care of people and planet, we will continue to work with great energy towards the completion of the Greater Vancouver and Toronto area projects in the coming years.

Following its Fall 2023 grand opening, the Beauharnois Distribution Centre (DC) and Customer Distribution Centre (CDC) is now fully operational – serving our eastern Canada customers with improved product availability, more efficient delivery times, and reduced emissions resulting from shorter transport distances.

“What I really love most about working at IKEA is that age is not a hindrance. I proudly admit that I'm 59 years old! Not many companies can boast hiring people in their 50s or even having all that room to grow. IKEA gave me a chance to start another career when most companies are preparing for your retirement.”



Fabienne Saint-Lo
Remote Resolution Team Leader
Customer Support Centre



DYKARKLOCKA
Pendant lamp shade
\$79⁹⁹

Celebrating the 80th anniversary of IKEA, Nytillverkad dips into the vault to reimagine iconic products with fresh colours and materials. Connecting the past, present, and future, the four Nytillverkad releases each have their own distinct, unique feel celebrating our take on design as simple, functional, and always a little playful.

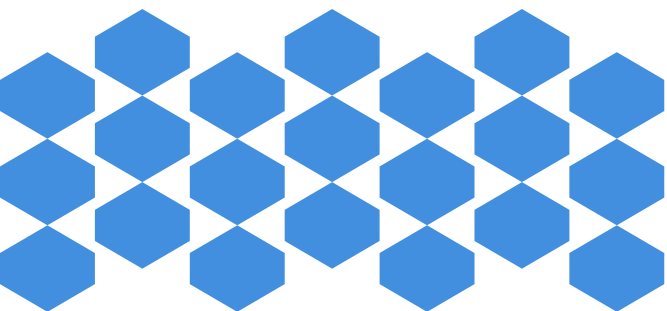




Giving our products more life

Not only are we focused on ensuring customers receive their new IKEA products in a timely and affordable way, but we're also creating the same great shopping experience for our second-life products. We believe that circularity is good for both our planet and wallets, which is why we want to make it easier for consumers to shop circular.

In 2024, we transformed the As-is section in stores across Canada to be more inspirational and enjoyable to shop as well as increased product availability and co-worker assistance in those areas. Customers can also browse and reserve second-life products online for in-store pick-up, order spare parts and hardware, and contribute to the circular economy by selling their preloved IKEA products back to us for in-store credit through our Sell-back program. These changes have resulted in more customers purchasing from the As-is section, extending the life of our products and enabling them to be enjoyed longer – for less!



Delivering exceptional customer service anywhere

We're more than just an in-store experience: we want our customers to have the ability to interact with us whenever, wherever, and however they choose. IKEA has invested in the growth of the Customer Support Centre (CSC) to help Canadians build the home of their dreams, regardless of how far they live from our customer meeting points.

Our CSC helps support the purchasing journey over the phone or via online chat for customers across the country. Throughout FY24, we offered home furnishing expertise to over 12,500 Canadians through virtual planning appointments. Over half the appointments were kitchen planning sessions, with the others focused on product areas that go hand-in-hand with planning support.

The CSC is also responsible for supporting our many Canadian customers with pre- and post-sale inquiries over remote channels such as phone, chat, and social media. In FY24, our Resolutions team supported over 517,000 customers via phone and chat. Our customers looking for aftersales support are happier than ever; our Happy Customer Score for FY24 was 84% on a goal of 77%.

◆ **Faith provided THE BEST customer service I've ever received at IKEA. I'm a frequent IKEA shopper and have spoken with various co-workers to purchase my kitchen and have issues resolved and she has by far been the most pleasant, knowledgeable, and helpful one I've encountered. She was ABSOLUTELY FANTASTIC. I appreciate her efforts, demeanour, and patience with me as I had items across multiple orders for price adjustment. She should be a model/mentor to other IKEA co-workers.**

*Abigail Morris
IKEA Canada customer*



Giving the flattest gift ever is now easier than ever

From graduations to housewarmings, weddings to new babies, IKEA gift cards are a great way to celebrate life's big moments and milestones. This year, it became easier than ever for Canadians to give the gift of a better everyday life at home with IKEA gift cards conveniently located in 15,000 retailers including gas, pharmacy, convenience, and grocery stores. Increasing accessibility and presence in third-party retailers such as Shoppers Drug Mart, Loblaws, Dollarama, Jean Coutu, and Walmart as well as our IKEA stores across Canada resulted in reaching more consumers with IKEA gift cards.



Making IKEA the home for your business

At IKEA for Business, we understand the everyday challenges that businesses face in finding the right solutions for their spaces and we're here to support with a full range of inspiring and functional solutions. From innovative offices to beautiful retail and café spaces to welcoming student residences and residential developments, there are so many furnishing possibilities.

Over the past year, IKEA for Business customers looked to us to help organize their spaces and meet their storage needs, making PAX wardrobes, BILLY bookcases, KALLAX shelving units, and SEKTION kitchens the top selling products for small and medium-sized businesses across various sectors. We were also excited to introduce a new office system that addresses the rise in flex and shared workspaces. With conference tables, office desks, room and desk dividers, and acoustic products, the MITTZON family prioritizes well-being, flexibility, biophilic design, and adaptable acoustics for both group and individual work areas.



Strength in numbers with the IKEA Business Network

In 2024, the IKEA Business Network – our loyalty program dedicated to businesses – grew by nearly 49% from the previous year to 56,385 members! Our members enjoyed a full-suite of benefits including member-only discounts, perks for employees, free quick-fix design tips, and discounted Design Services. From offices to restaurants, student living spaces to residential developments, our Design Service experts help businesses visualize the workspaces of their dreams and bring them to life – without breaking the bank.



IKEA in Canada

With over 80 years of experience in the retail industry globally and 48 years in Canada, we're committed to continuously evolving to create a better everyday life for the many with affordable, accessible, and sustainable products and services. This commitment extends to providing a seamless shopping experience across multiple channels, ensuring every interaction is as unique and valuable as our customers.



16 stores

1 Distribution Centre

3 Customer Distribution Centres

1 Customer Support Centre

8 Plan and order points

990 Collection Points

2 Wind Farms

7,200+ co-workers

5M+ IKEA Family members

A look ahead at 2025

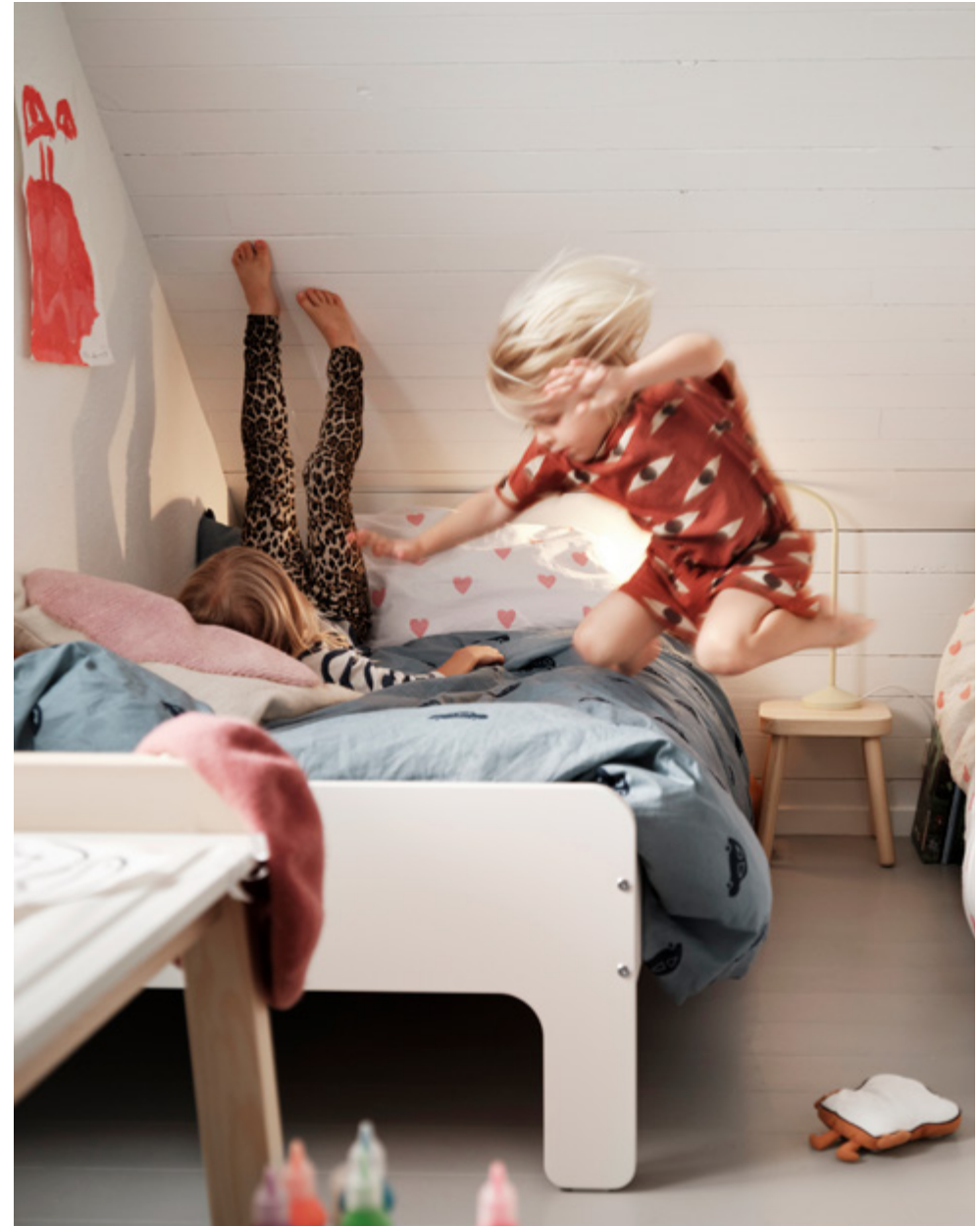
Exciting possibilities lie ahead for IKEA in Fiscal Year 2025! This year is dedicated to Complete Sleep and inspiring Canadians to find a good night's rest through the six IKEA sleep essentials – comfort, light, temperature, sound, air quality, and decluttering.

We will continue our commitment to side with the many Canadians by providing them with affordable and sustainable solutions so everyone has access to creating a better everyday life at home. As a company that leads with purpose, we believe creating a home and better life in an affordable way is possible without compromising on quality, people, and planet.

Our 7,200+ co-workers remain a top priority. We will launch new competence development programs focused on growing our co-workers' home furnishing knowledge in addition to training dedicated to supporting our customers in the evolving omnichannel retail landscape. We want our co-workers to feel that IKEA is a place where they can continue to grow and have a rewarding career.

We're also working on preparing to celebrate 50 years of IKEA in Canada in 2026! As part of this work, we're looking at our long-term goals and how we can Bring Home to Life by playing a meaningful role in the lives and homes of Canada's diverse communities.

We look forward to sharing all of this and more with you in our 2025 Summary Report!



Tack!

(That's Swedish for thank you!)



IKEA Canada Management Team





Bring Home to Life™

