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PRESS RELEASE

For Immediate Release

IKEA Southeast Asia Turnover Exceeds SGD 1 billion

Swedish home furnishing retailer growing as it meets a new generation of shoppers



SINGAPORE – Sales at our IKEA stores in Southeast Asia topped SGD 1 billion for the first time this year, reflecting healthy growth for a big-box retail business that is meeting a new generation of shoppers and creating fresh passion for home furnishing.

With more than 3,400 co-workers, we met 98 million visitors in our stores and shopping centres, operated IKEA ecommerce in all three of our markets, opened our first in-store interior design services touchpoint in Singapore and sold 113,000 BILLY bookcases – along with thousands of other affordable home furnishings that make everyday life at home a little better.

As one of 12 IKEA franchisees around the world, the turnover posted by our eight large, full-format IKEA stores in Southeast Asia – including two in Singapore – contribute to the total result released Wednesday by the global franchisor, Inter IKEA Group. Our financial year runs from Sept. 1 2018 to Aug. 31 2019.

We own and operate IKEA stores and ecommerce in three markets: Singapore, Malaysia and Thailand. When our retail sales are combined with rental income generated from our three IKEA-anchored shopping centres in the region, our total revenue reached SGD 1.21 billion – 20% more than last year.

“These results show that our IKEA stores and shopping centres have fantastic potential to grow,” said Christian Rojkjaer, Managing Director of IKEA Southeast Asia. “We make a difference to many people by making life more comfortable, more beautiful, more sustainable – at an affordable price.”

“We face increasing competition and changing customer behaviors,” he added, “but our vision to create a better everyday life for the many people is perhaps more powerful than ever. We aim to offer the best deal there is in every market and we have a wide price ladder within our range so, even in challenging times, IKEA has something for everyone no matter the size of his or her wallet.”

“Our shopping centres add to the total value by creating meeting places that are the hub of the community – and, together with IKEA, provide a great day out.”

Our new Toppen shopping centre will be anchored by IKEA Tebrau in Johor Bahru and features a rooftop with outdoor play spaces, a sports zone and a community garden. It opens November 13, 2019.

Singapore FY19 Highlights

IKEA Alexandra | IKEA Tampines

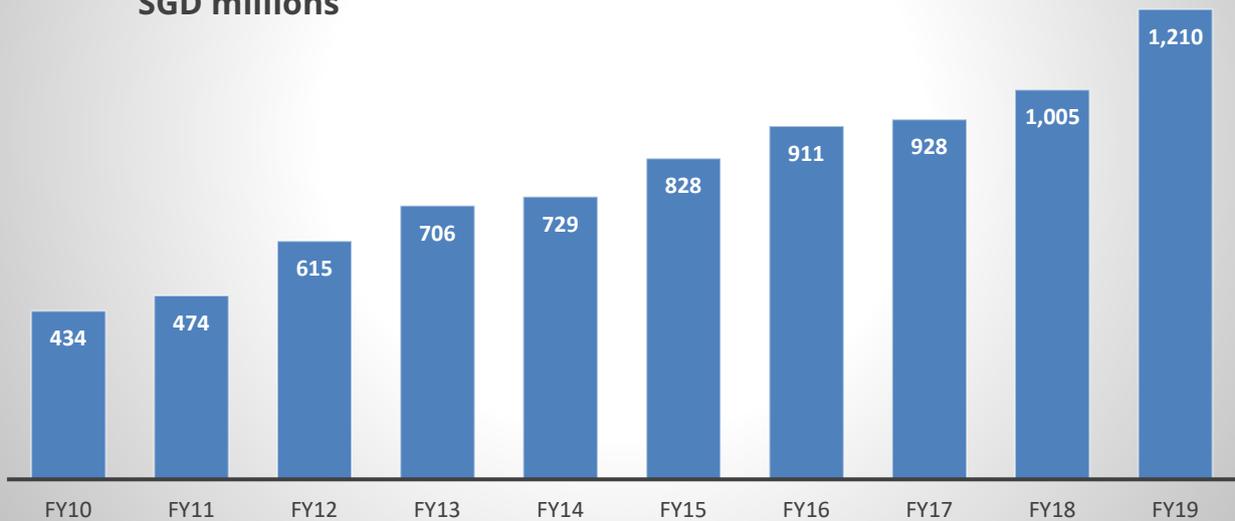
- Distributed a second IKEA Catalogue last year and grew brand awareness and inspired Singaporeans to invest in making their bedrooms beautiful.
- Connected with more than 1000 customers at our new interior design service touchpoint at IKEA Alexandra – a first for our IKEA stores. Collaborating with local freelancers and *Livspace.com*
- Partnered with the National Environment Agency to support the drive towards zero waste:
 - committed to give away 18,000 recycling bins to new BTO homeowners
 - hosted the launch of Say YES to Waste Less campaign in our store
 - challenged students to find zero waste solutions through IKEA Singapore’s Young Designer Award.

IKEA Southeast Asia FY19

- **51.7 million** visits to IKEA websites with new navigation and inspiration – up 16% from last year
- **850,000** energy-saving LED lightbulbs sold to customers across the region
- **353,000** IKEA orders delivered to homes in our three markets - up 38% from last year
- **700,000** pieces of furniture assembled for our customers – three each minute!
- **28,102 solar panels** generating renewable energy from our rooftops and saving on our costs
- **1,448** shops and kiosks for tenants in three shopping centres (including IKEA stores)
- **42% increase IKEA for Business sales to** customers who furnish and decorate everything from restaurants to apartment show suites with our products
- **2 new stores under construction:** in Philippines and Mexico, where we are also the franchisee

IKEA Southeast Asia Total Turnover

Sales in IKEA stores and income from Shopping Centres
SGD millions



IKEA Southeast Asia	FY19 Turnover SGD millions Sept 2018 – Aug 19
Malaysia IKEA Damansara IKEA Cheras IKEA Tebrau IKEA Batu Kawan IPC Shopping Centre MyTOWN Shopping Centre	495
Thailand IKEA Bangna IKEA Bang Yai IKEA Pick up and Order Point, Phuket Megabangna Shopping Centre	374
Singapore IKEA Tampines IKEA Alexandra	341
Total IKEA Southeast Asia	1,210



Our results are achieved in large part with our many business friends, non-profit partners, government authorities and many others who have supported our journey in Southeast Asia.

Learn more about the franchise system and IKEA facts & figures on the new brand platform:

About.IKEA.com

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Southeast Asia

Since its 1943 founding in Sweden, IKEA has created a better everyday life for the many people by offering well-designed, functional home furnishings at affordable prices. As a franchisee, we inspire and enable people to make home count in Singapore, Malaysia and Thailand. Our multi-national team has ambitious plans to enter the Philippines, Vietnam and Mexico in years ahead. Our shopping centres are anchored by IKEA and, with partners and investments in other types of real estate, we create walkable communities where people shop, work, live and play. Part of the [Ikano Group](#), we are the only IKEA franchisee owned by the Kamprad family that founded IKEA.