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## PRESS RELEASE

For Immediate Release

### **IKEA Southeast Asia Turnover Reaches THB 29 billion**

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



**BANGKOK** – Sales at our IKEA stores in Southeast Asia topped THB 25 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.

Our more than 3,400 co-workers met around 98million visitors in our stores and centres, rolled out ecommerce in Thailand, embarked on construction projects in new markets and helped sell 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 IKEA stores in Southeast Asia – including two in Bangkok plus a Pick-Up and Delivery Point in Phuket – contribute to the total result released Wednesday by the global franchisor, Inter IKEA Group. Our financial year runs from Sept. 1 2018 – Aug. 31 2019.

We own and operate IKEA stores and ecommerce operations in three active markets: Thailand, Malaysia and Singapore. When our retail sales are combined with rental income generated from our

three IKEA-anchored shopping centres in the region (including Megabangna), total revenue reached THB 29 billion – 20% more than last year.

“These results show that, even in challenging times, IKEA and our 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 in our markets and changing customer behavior,” 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 tough 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, provides a great day out.”

### Thailand Highlights

IKEA Bangna | IKEA Bang Yai | IKEA Pick Up and Delivery Point Phuket | Megabangna

- First full year of operation for our IKEA Bang Yai store and the first IKEA store in the world to achieve the highest possible green building certification – LEED Platinum.
- Launch of our IKEA online store in June, giving Thais across the country easy access to our full range of more than 8,000 Swedish home furnishing products at an affordable price.
- Megabangna achieved a lease rate of 100%, opened a community park and a new kids' zone with tenants that offer everything from active entertainment and play spaces to art classes.

### Facts and Figures

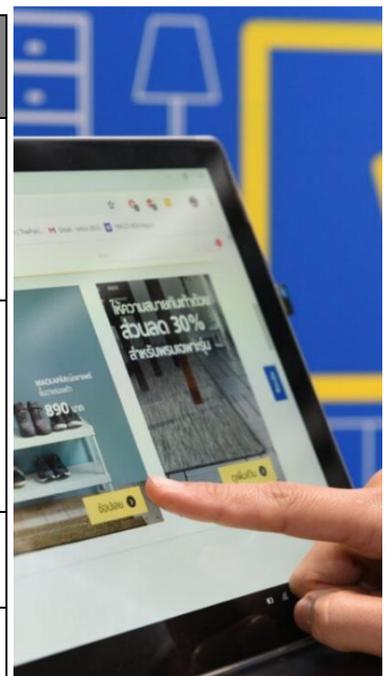
#### IKEA Southeast Asia FY19

- **1 new IKEA store opened**, IKEA Batu Kawan in Penang, Northern Malaysia
- **2 new stores under construction**: in Philippines and Mexico, where we are also the franchisee
- **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 reducing our costs
- **1,448** shops and kiosks for tenants in three shopping centres (including IKEA stores)

- **1 Shopping centre under construction:** Toppen will be anchored by IKEA Tebrau in South Malaysia; opening November 13, 2019
- **42% increase IKEA for Business sales to** customers who furnish and decorate everything from restaurants to apartment show suites with IKEA products.



IKEA Southeast Asia	FY19 Turnover SGD millions Sept 2018 – Aug 19	FY19 Turnover THB billions Sept 2018 – Aug 19
<b>Thailand</b> IKEA Bangna IKEA Bang Yai IKEA Pick up and Order Point, Phuket Megabangna Shopping Centre	<b>374</b>	<b>8.9</b>
<b>Malaysia</b> IKEA Damansara IKEA Cheras IKEA Tebrau IKEA Batu Kawan IPC Shopping Centre MyTOWN Shopping Centre	<b>495</b>	<b>11.9</b>
<b>Singapore</b> IKEA Tampines IKEA Alexandra	<b>341</b>	<b>8.2</b>
<b>Total IKEA Southeast Asia</b>	<b>1,210</b>	<b>29.0</b>



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 our new brand platform:

[About.IKEA.com](http://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.