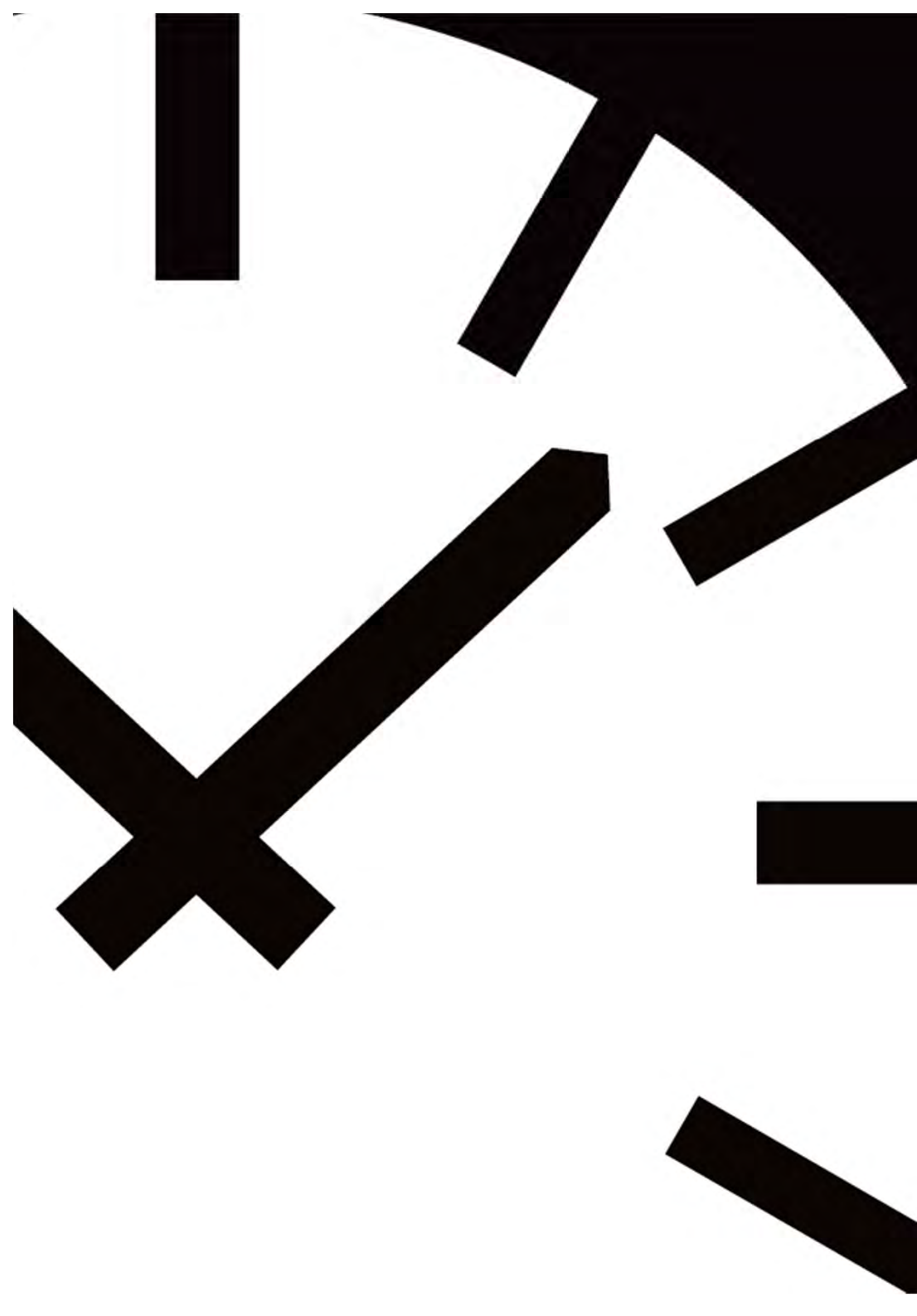


**STOCKMANN**

**APRCE Istanbul**  
**Maisa Romanainen**





# STOCKMANN GROUP IN BRIEF

- International multichannel retailer, founded in 1862
- Two business divisions: Department Store Division and Fashion Chain Division
- Revenue EUR 2 116.4 million in 2012; over 15 6 00 employees
- Listed on Nasdaq OMX Helsinki; approx. 59 000 shareholders



Helsinki Flagship, Finland



St Petersburg Flagship, Russia

# STOCKMANN



# STOCKMANN GROUP – TWO STRONG BUSINESS DIVISIONS



## Department Store Division

16 department stores and 34 other stores  
in 4 countries; 3 distance retail stores



Share of revenue  
62% in 2012



EUR 1 302.7 million



## Fashion Chain Division

689 stores in 16 countries  
(Lindex 469, Seppälä 220); 2 online stores



Share of revenue  
38% in 2012



EUR 814 million

# STOCKMANN



# INTERNATIONAL STOCKMANN

*The Stockmann Group has 16 department stores and over 700 other stores in 16 countries. In 2012 operations expanded to Croatia and Serbia, where Lindex franchising stores were opened. In addition, the Stockmann Group has six purchasing offices in five Asian countries.*

## 1 FINLAND

- 7 department stores
- 7 Academic Bookstores
- 56 Lindex stores
- 134 Seppälä stores
- Hobby Hall mail order sales and 1 store

## 2 SWEDEN

- 210 Lindex stores

## 3 NORWAY

- 100 Lindex stores

## 4 RUSSIA

- 7 department stores
- 1 shopping center
- 22 Lindex stores
- 42 Seppälä stores
- 1 outlet store

## 5 ESTONIA

- 1 department store
- 8 Lindex stores
- 21 Seppälä stores
- 1 outlet store

## 6 LATVIA

- 1 department store
- 7 Lindex stores
- 10 Seppälä stores

## 7 LITHUANIA

- 10 Lindex stores
- 9 Seppälä stores

## 8 POLAND

- 6 Lindex stores

## 9 CZECH REPUBLIC

- 17 Lindex stores

## 10 SLOVAKIA

- 4 Lindex stores

## 11 ICELAND

- 1 Lindex franchising store

## 12 CROATIA

- 1 Lindex franchising store

## 13 BOSNIA AND HERZEGOVINA

- 3 Lindex franchising stores

## 14 SERBIA

- 2 Lindex franchising stores

## 15 SAUDI-ARABIA

- 19 Lindex franchising stores

## 16 UNITED ARAB EMIRATES

- 5 Lindex franchising stores

### ONLINE STORES

- Lindex (EU countries and Norway)
- Stockmann, Hobby Hall, Academic Bookstore and Seppälä (Finland)

### PURCHASING OFFICES

- Bangladesh, India, China, Pakistan and Turkey



# STOCKMANN





 **STOCKMANN**

 **AKATEEMINEN  
KIRJAKAUPPA**

**HOBBY HALL**

# DEPARTMENT STORE *division*

Stockmann's 16 department stores in four countries offer an **EXTENSIVE AND HIGH-QUALITY PRODUCT RANGE**, a competitive price/quality ratio, and excellent and **PROFESSIONAL CUSTOMER SERVICE** in an inspiring shopping environment with an international ambience. Hobby Hall, Academic Bookstores and Stockmann Beauty stores in Finland are also a part of the Department Store Division.



# Stockmann Brand

## *More than I expected*

Wide and unique assortment of high quality  
Excellent and professional customer service  
Competitive price-quality ratio  
Inspiring shopping milieu  
Modern and international atmosphere





# Business concept

## **Omnichannel department store chain**

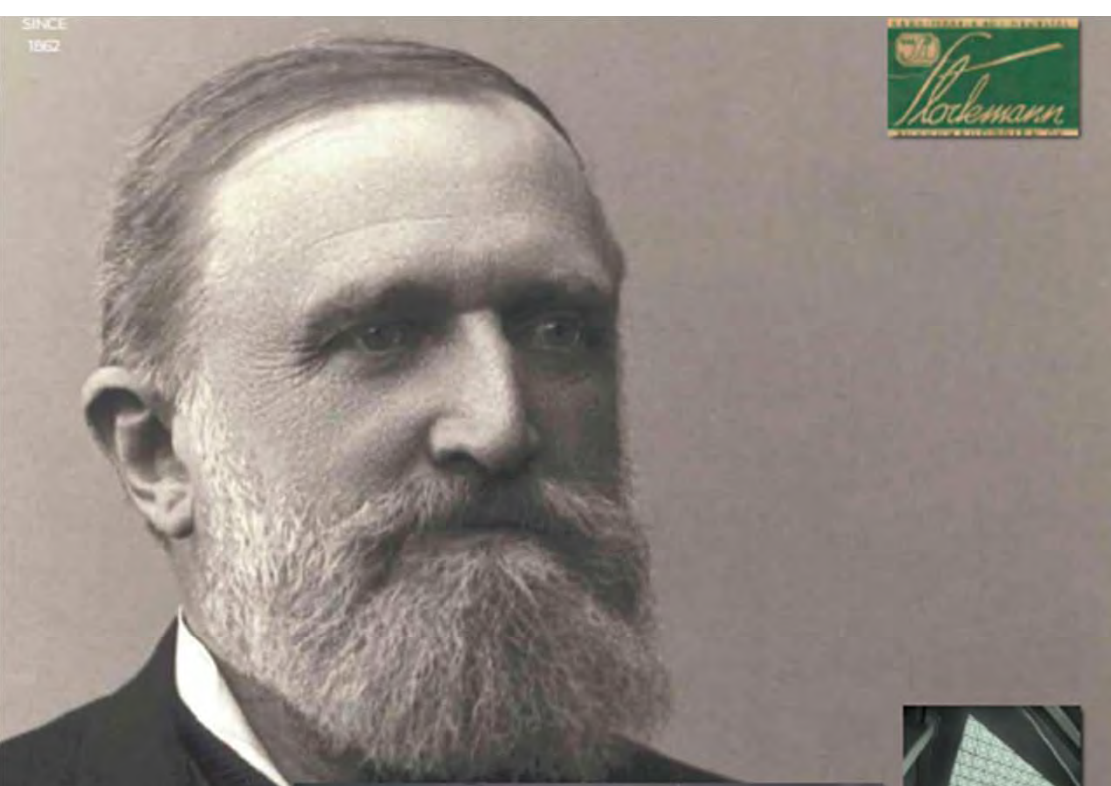
**operating in Finland, Russia and Baltics.**

**Stockmann department stores offer one stop shopping experience with excellent quality and competitive prices for a wide customer group.**

**Product selection includes fashion, cosmetics, home decoration, consumer electronics, sports, books, stationary and food. Stockmann offers additional services to complete the product selection. Excellent customer service is our priority and we always target to exceed our customers' expectations.**

**STOCKMANN**









# STOCKMANN DEPARTMENT STORES

## – 150 YEARS IN 2012



1862

Stockmann was founded in Helsinki



1880

First department store was opened in Helsinki



1930

Helsinki downtown department store was opened



1989

First store in Russia – GUM in Moscow



1996

First department store abroad – Tallinn, Estonia



1998

First department store in Russia, Moscow



2003

Department store in Riga, Latvia

# STOCKMANN



# STOCKMANN DEPARTMENT STORES





43 MILLION  
CUSTOMERS  
IN 2012

**OVER  
1.5 MILLION  
PRODUCT  
TITLES**

1,302.7  
MILLION EUROS  
REVENUE  
IN 2012

**5.3 PER CENT  
REVENUE GROWTH**

230,000  
SQUARE METRES  
TOTAL SALES  
FLOOR AREA

4

**9,154 EMPLOYEES  
IN 4 COUNTRIES**

REVENUE BY MARKET:  
68 PER CENT FINLAND  
25 PER CENT RUSSIA  
7 PER CENT  
BALTIC COUNTRIES

**VISITORS IN THE  
ONLINE STORE IN 2012:  
6 MILLION**

3 MILLION LOYAL  
CUSTOMERS  
IN 2012





# 7 DEPARTMENT STORES - FINLAND

HELSINKI FLAGSHIP



JUMBO, VANTAA



TAPIOLA, ESPOO



ITÄKESKUS, HELSINKI



OULU



TAMPERE



TURKU

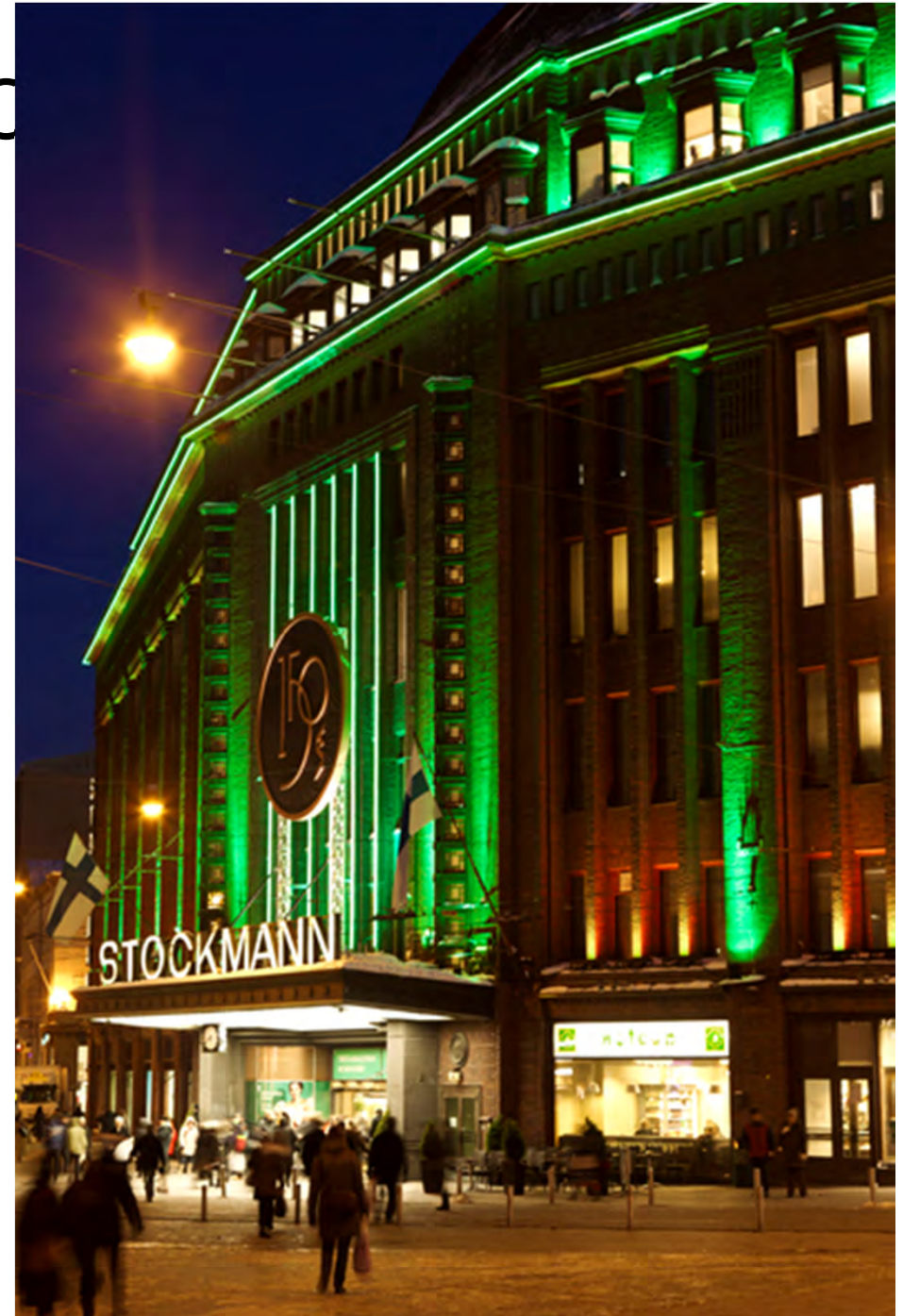






# HELSINKI FLAGSHIP STOCKMANN

- Opened originally in 1930 in current location
- Extensive renovation and enlargement project 2006-2010
- Largest department store in the Nordic Countries
- Among the five largest department stores in Europe
- Inspiring shopping milieu with approx. 50 000 sqm of retail space
- 12 million customers annually served by excellent and professional sales associates
- Customer parking for 600 cars
- Located in the heart of city centre Helsinki and one of the top city sights















# 7 DEPARTMENT STORES - RUSSIA

METROPOLIS, Moscow



ROSTOKINO, Moscow



MEGA SOUTH, Moscow



EKATERINBURG, Greenwich



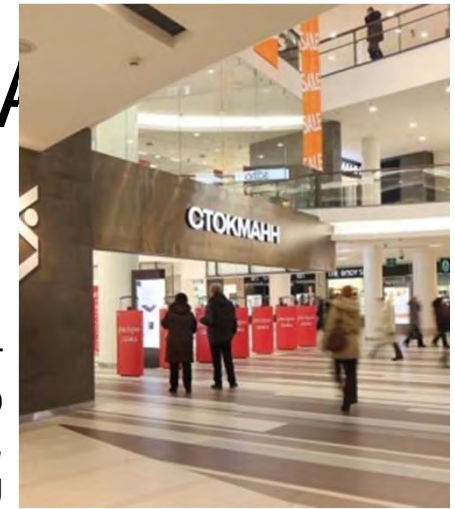
MEGA EAST, Moscow



MEGA NORTH, Moscow



DEPARTMENT  
STORE AND  
NEVSKY CENTRE,  
St. Petersburg







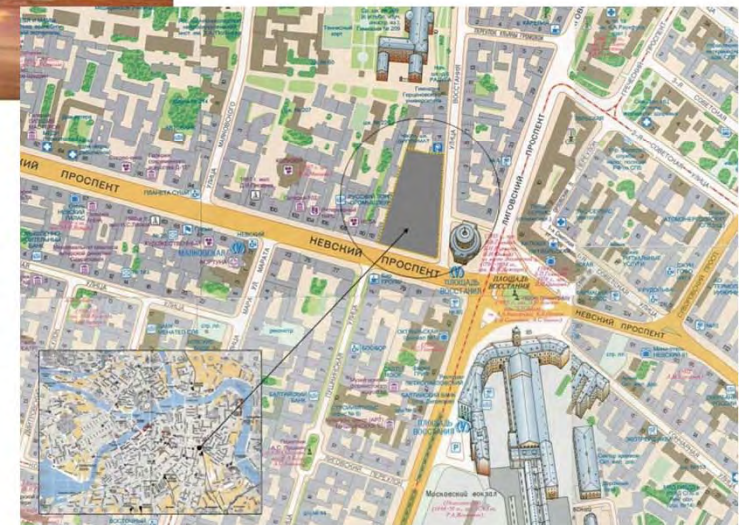
# NEVSKY SHOPPING CENTER – ST. PETERSBURG



## LOCATION

Historical centre of St. Petersburg, the corner of Nevsky pr. and ul. Vosstania

- Total area 98 000 sqm
  - Shopping centre leasable area of 20 600 sqm
  - Department store commercial area of 20 000 sqm
  - Office premise area of 5 500 sqm
- 80 Tenants
- 600 parking places
- Opened on 11 November 2010
- Property fully owned by Stockmann



# STOCKMANN









# Strong presence in the Finnish e-commerce

- Department Store Division is one of the leading operators in Finnish online retail with three stores – Stockmann.com, Hobby Hall and Akateeminen.com.
  - Stockmann.com brings out a wide selection with almost 100 000 items from over 1 000 brands in fashion, home and leisure available countrywide in Finland. With the popular click and collect function and the mobile store it offers a truly multichannel experience. Stockmann.com is an important part of Crazy Days with significant further growth potential.
  - Hobby Hall has turned from traditional mail order to mainly online retail operation. It has been strong in electronics but growth is in home, sports and leisure. Hobby Hall is among the best-known and most preferred online stores in Finland.
  - Akateeminen.com was re-launched in the summer. Book retail is shifting towards web with growth potential largely in online business. Akateeminen.com offers millions of book titles from around the world with constant updates in the selection.



# STOCKMANN



Postitoimitus

**0€**  
Postieverans

Muodin ja sisustuksen upeimmat uutuudet odottavat sinua vain yhden klikin päässä juuri silloin, kun sinulle sopii.  
Syyskuussa postitoimitus 0 €.

De läckraste mode- och inredningsnyheterna väntar på dig. Endast ett klick och du har dem serverade framför dig.  
Postieverans i september 0 €.

**STOCKMANN.COM**

# PREMIERE

SYKSY/  
HÖST  
2015

**SHOPPING  
GUIDE**

**STOCKMANN.COM**



**My  
SHOPPING  
GUIDE**





# HUGELY SUCCESSFUL CRAZY DAYS CAMPAIGNS

The most powerful retail promotion in the Baltic Sea area.  
Crazy Days is a registered trademark of Stockmann.

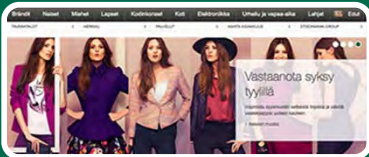




# Future focus



Operations in Russia



Omnichannel retailing



Renewing store network  
(Department store renovations, Lindex franchising)



Private label programme



Efficient processes and systems

# STOCKMANN





Thank you for your attention!  
For further information, please visit:

[www.stockmanngroup.fi](http://www.stockmanngroup.fi)

[www.stockmann.com](http://www.stockmann.com)