

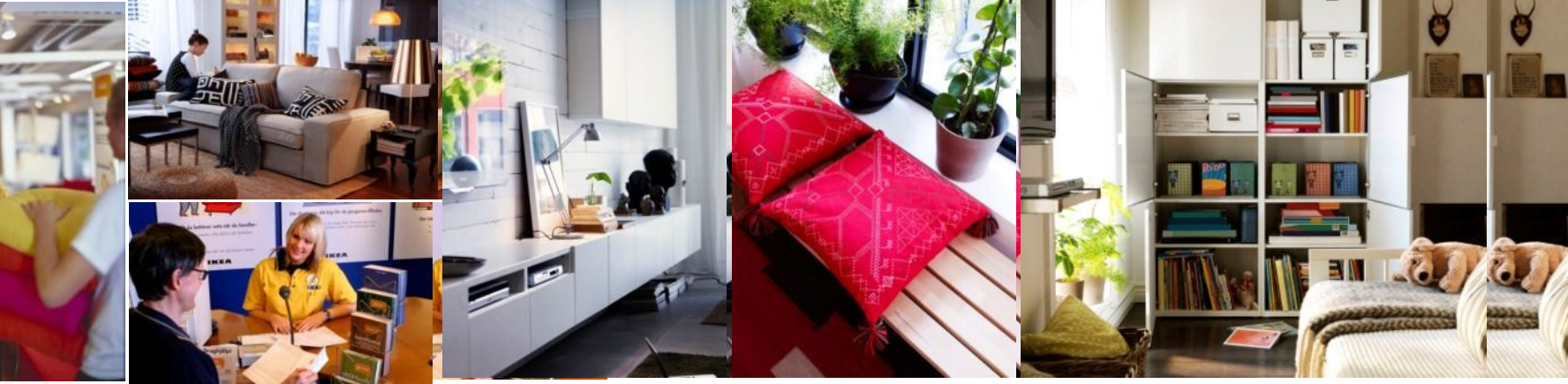
# DEVELOPING BUSINESS AND PEOPLE



**WHO AM I?**

**NAME:** Barbara Riedl  
**NATIONALITY:** Austrian  
**EDUCATION:** degree in political science and Publizistik  
**BEFORE IKEA:** sales & marketing-degree trainer  
**POSITION:** journalist  
**AT IKEA SINCE:** PR Manager IKEA Austria  
**FAMILY:** Social Responsibility Mgr. IKEA Austria  
**EXPERIENCE AT IKEA:** 2002  
**FAVORITE IKEA PRODUCT:** single mother, one son  
 10 years  
 FAKTUM kitchen





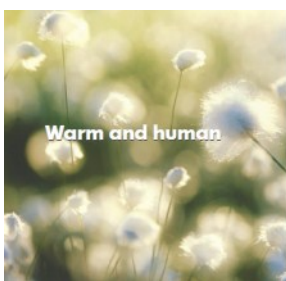
**OUR VISION:  
TO CREATE  
A BETTER EVERYDAY LIFE  
FOR THE MANY PEOPLE**



# OUR BUSINESS IDEA: TO OFFER A WIDE RANGE OF WELL DESIGNED, FUNCTIONAL HOME FURNISHING PRODUCTS AT PRICES SO LOW, THAT THE MANY PEOPLE CAN AFFORD THEM







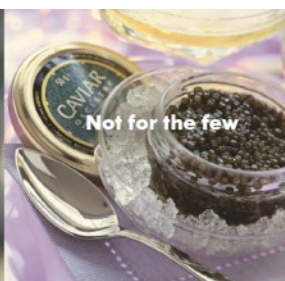
Warm and human



Not cold and distant



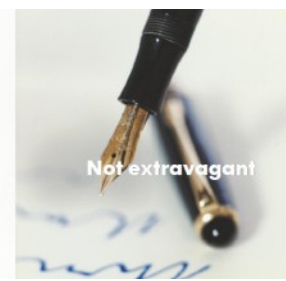
For the many



Not for the few



Smart and thrifty



Not extravagant



Inexpensive



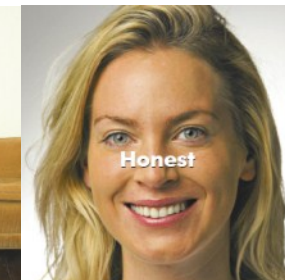
Not expensive



Passionate



Not indifferent



Honest



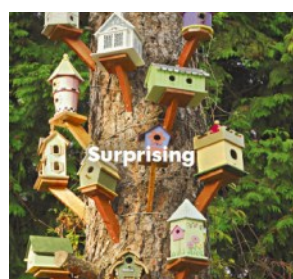
Not fake



Swedish



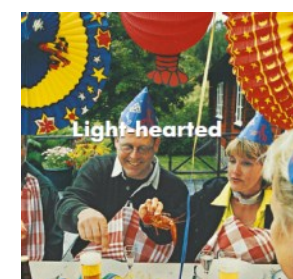
Not from anywhere...



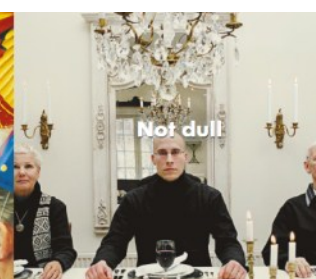
Surprising



Not expected

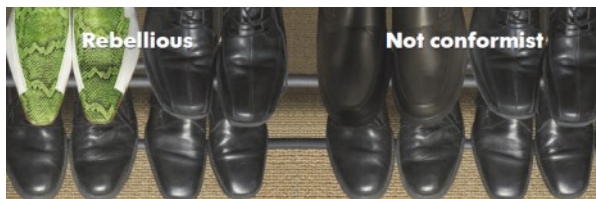


Light-hearted



Not dull

# A VALUE DRIVEN COMPANY



Rebellious

Not conformist



Functional



Not fancy



Clear



Not complicated



# A GREAT PLACE TO WORK

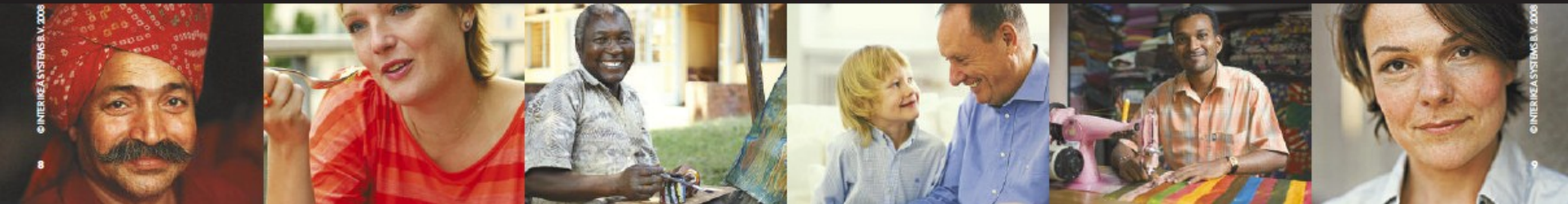


By the many people we mean people at large. People of all ages, backgrounds, experiences, needs, tastes and dreams – not to mention



# This is IKEA

wallet sizes; everybody who wants and needs a better everyday life at home. Those are the ones we want and need to satisfy.



# A COMPANY THAT TAKES RESPONSIBILITY

More from less

innovative solutions

This is IKEA





# A GOOD NEIGHBOUR



Eingestellt von IKEA-Blog von  
2011 0 Kommentare  
Labels: Stofftier Aktion, IKEA

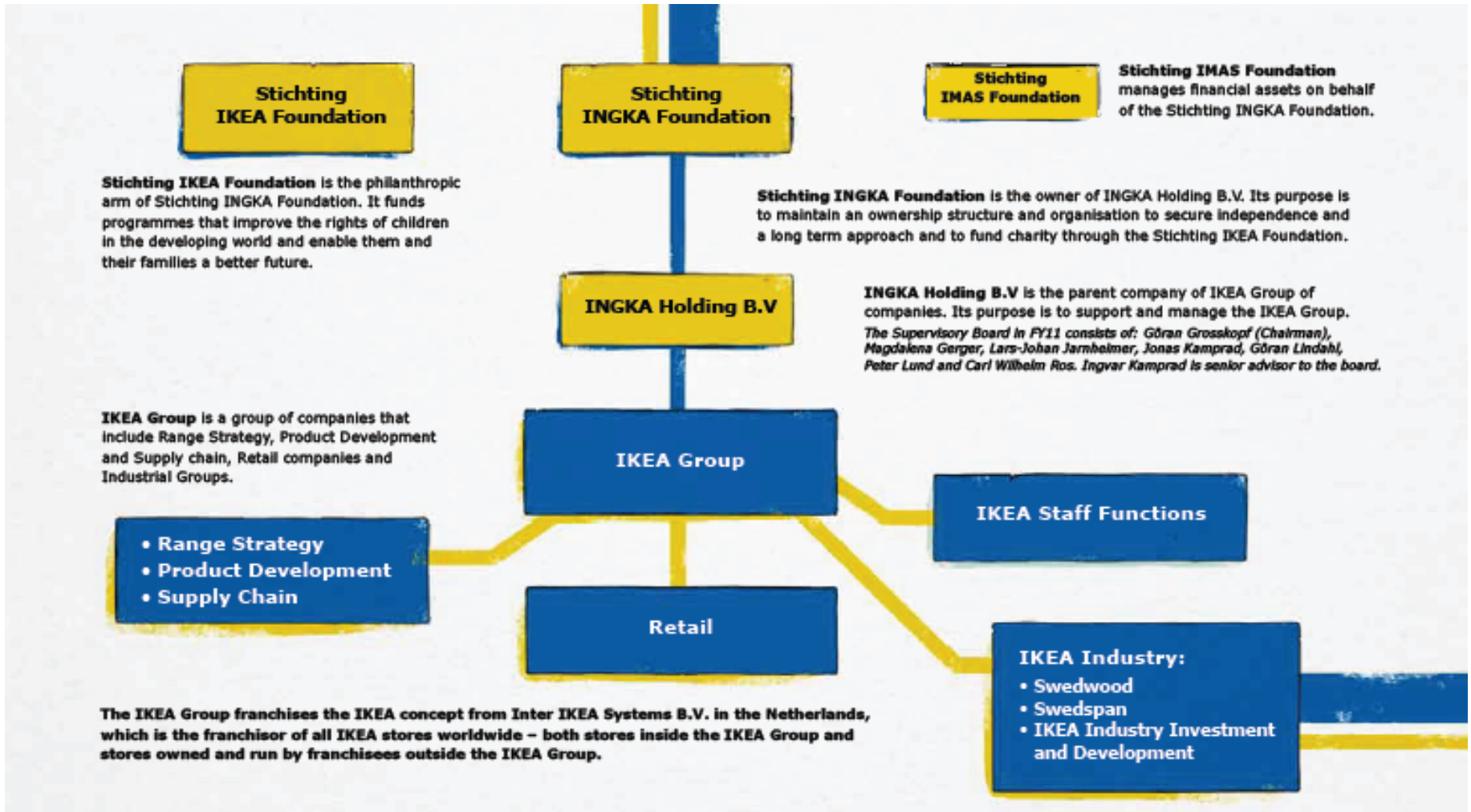
support  
local  
initiatives

um: Freitag, Dezember 02,

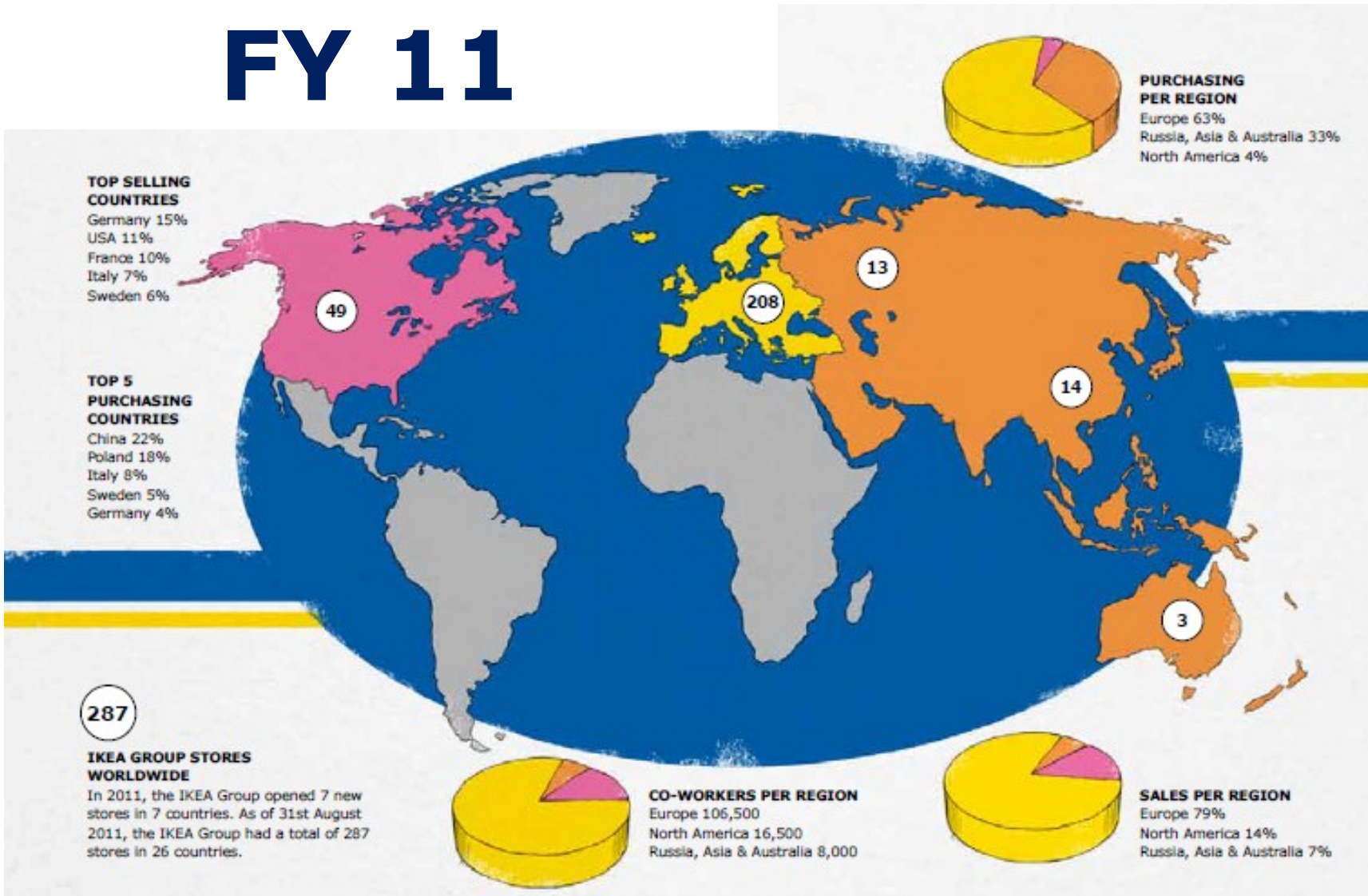
fight  
poverty



# ALL IN ONE HAND



# FY 11





# facts&figures FY11



## STORE VISITS

In 2011, the IKEA Group stores had 655 million visits.

## TOTAL SALES FY11

Sales increased by 6.9% compared to 2010. Total sales amounted to EUR 24.7 billion.



## IKEA.COM

IKEA websites had 870 million visits in 2011.



## IKEA FOOD SERVICES

IKEA food turnover for the year was EUR 1.2 billion.



## PRODUCTS

The IKEA range consists of approximately 9,500 products.

## PRINTED CATALOGUES, LANGUAGES & EDITIONS

The IKEA catalogue was printed in more than 208 million copies in 30 languages and 59 editions.



## CO-WORKERS PER FUNCTION

Purchasing, distribution, wholesale, range & other: 14,300  
Retail: 100,000  
Swedwood: 16,000  
Swedspan: 700  
Total co-workers in FY11 131.000



## THE IKEA GROUP

The IKEA Group has operations in 41 countries. 29 Trading offices are located in 25 of these countries. The remaining 16 countries are home to 26 Distribution Centres and 11 Customer Distribution Centres.

**SUPPLIERS IN 2011** IKEA had 1,018 suppliers in 53 countries.

## INDUSTRIAL GROUPS

Swedwood, a manufacturing group within the IKEA Group, had 16,000 co-workers and 33 production units in 10 countries.

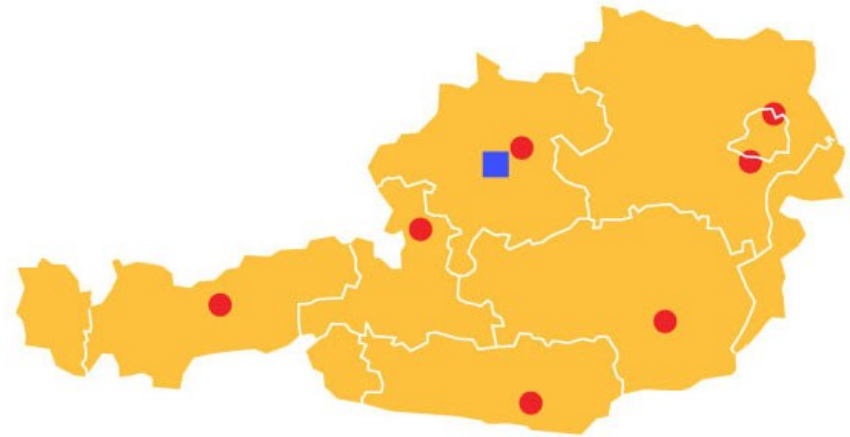
Swedspan, an industrial supplier within the IKEA Group, had 700 co-workers and 5 production units in 5 countries.

IKEA Industry Investment & Development (IIID) is an advisory and investment service company and has 13 co-workers.

# IKEA AUSTRIA

## ■ locations

<b>VÖSENDORF :</b>	1.9.1977
<b>HAID (WELS):</b>	Mai 1981
<b>HAID 1:</b>	199
<b>HAID 2:</b>	2006
<b>GRAZ:</b>	August 1989
<b>WIEN NORD:</b>	August 1999
<b>INNSBRUCK:</b>	August 2000
<b>SALZBURG:</b>	November 2003
<b>KLAGENFURT:</b>	November 2008
<b>WELS:</b>	IKEA Distribution Center



## 2.460 IKEA Co-Workers in Austria

66 nationalities  
1500 women / 900 men  
20 different work-time models  
many female top managers

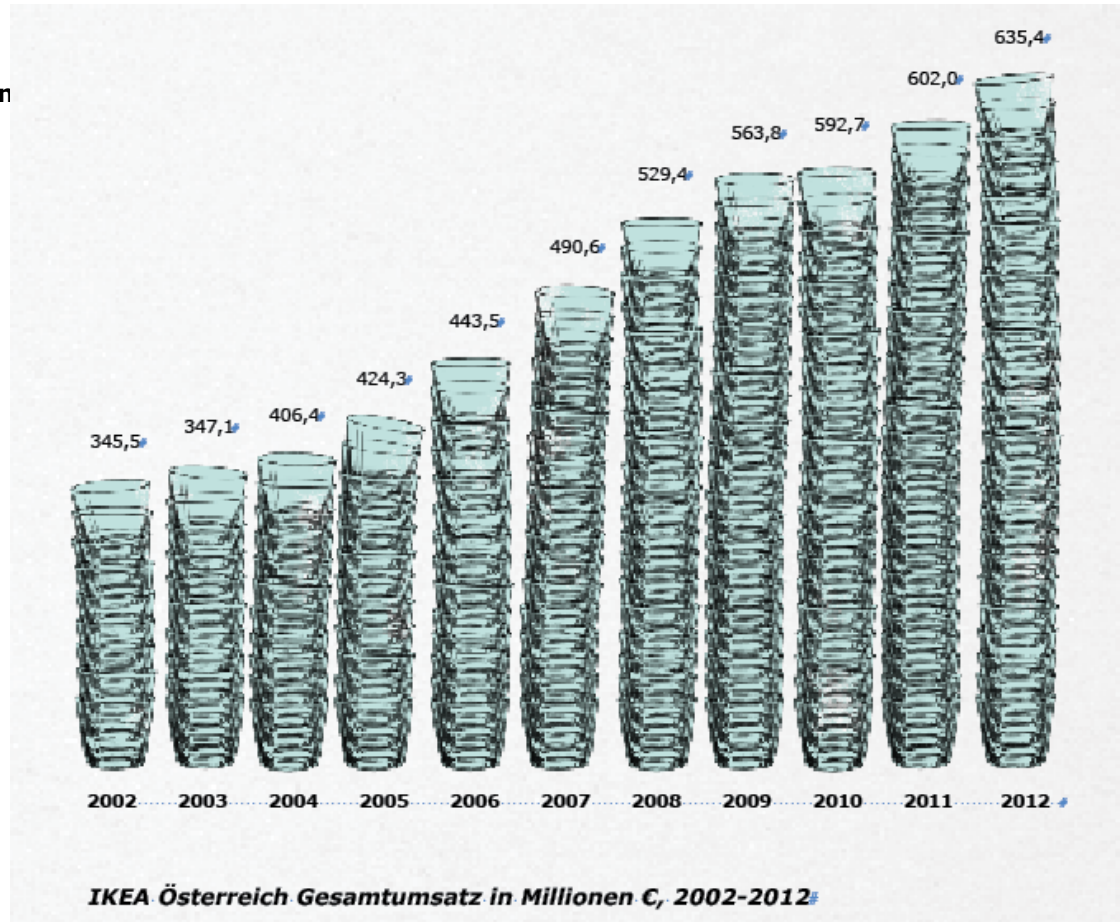


# IKEA AUSTRIA FY12

## ANNUAL FIGURES IKEA AT

**TOTAL SALES** vs FY11: + 5.5 %  
**MARKET SHARE** IKEA AT:  
**VISITORS:**  
**CUSTOMERS:**  
**IKEA FAMILY MEMBERS:** + 12 %  
**VISITORS** [KEA.AT](http://KEA.AT): + 23 %  
**FACEBOOK**/ikea-austria

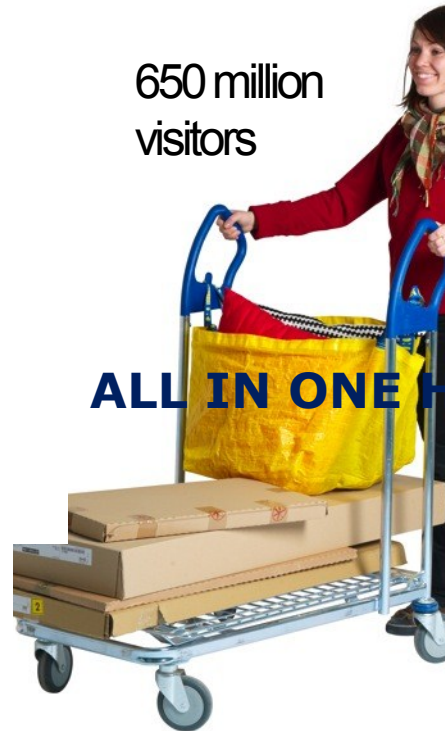
**635,4 Mio €**  
**13,9 %**  
**12,45 million**  
**6,39 million**  
**1,15 million**  
**15,2 million**  
**25.000 fans**



# IKEA AND PEOPLE



Co-workers  
at tier 2  
suppliers



650 million  
visitors

**ALL IN ONE HAND**

2 million people in  
extended value chain



workers





*To create a better everyday life for the many people.  
This has never been more relevant than it is today*