

Press Release

Internetstores expands in the North; with Bikester at the forefront

Bikester opens its first store in Stockholm

Stockholm, March 13th: Bikester opens its first physical Nordic store, centrally located on Uddvägen 5 in Stockholm's Sickla shopping district. Parent company Internetstores has set its sights on the Nordic market and the new store is a natural next step in the company's multichannel strategy. Bikester is also working on expanding its service solutions, which will be something to keep an eye out for in the future.

"Our goal is to make Bikester the number one choice for bikes and bike accessories in the Nordics. By being available both online and in-store – as well as via service partners around the country – we can offer a more personal service to our entire customer base" says Niklas Lindholm, Retail Manager at Internetstores. Bikester plans to get the service partner program up and running in spring 2020.

The shop also allows customers to order online from a range of 40,000 products and 600 brands for pick-up in-store. Staff in the store workshop in Sickla will look after any products that need assembling. The store opening will take place on March 13th at Uddvägen 5. The staff is made up of real bike experts who are dedicated riders themselves.

Niklas explains the 725-square-metre store's concept as thus: "We've decided to go for a minimalist concept where we focus on the products without too many distractions. What we invest in the most is customer interaction, and we want to offer the best possible experience for each customer. Together with them, we want to create a friendly local atmosphere."

Internetstores' international multichannel strategy aims to put the company exactly where the customers are: online, offline and along the full customer journey. This means an in-store workshop, as well as a network of local service partners across the country, so the customer has easy access to professional after-sales service.

"Opening a store in Stockholm is a vital part of our international market strategy. We increase our international presence with significant investments in the Nordic market. This way we can be close to our customers and also support the local Nordic bike communities", says Anders Munk, Director of Internationalization at internetstores.

About Internetstores

Internetstores GmbH is Europe's leading multichannel supplier for bike and outdoor. The multinational company operates around 40 digital retailers across 14 countries – including fahrrad.de, Brügelmann, Bikester, Campz and Addnature. Probikeshop was also welcomed to the group in 2017. The Internetstores team provides customers with a comprehensive range of products aimed at recreational

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athletes and pros alike. Bike and outdoor fans will find exactly what they need amongst more than 900 brands and 100,000 products. They'll also benefit from expert advice provided across all channels. In addition to top bike and outdoor brands, the range also includes popular and exclusive own brands such as Ortler, Serious, Fixie Inc. and Votec. Internetstores' multichannel strategy means being exactly where the customer wants them to be: online, in a physical shop or offering services onsite at a preferred location. In Germany, you'll find fahrrad.de stores in Düsseldorf, Berlin, Stuttgart, Hamburg and Dortmund; supplemented by a nationwide network of service partners. Addnature and Bikester stores in Stockholm and Probikeshop in Lyon complete the family. Internetstores has been part of SIGNA Sports United since 2016 and currently employs over 750 people at its locations in Stuttgart, Esslingen, Berlin, Lyon and Stockholm. See more at www.internetstores.com

About SIGNA Sports United

SIGNA Sports United is Europe's leading sports e-commerce platform. In the past fiscal year, with over 200 million platform hits and over 3 million active customers, organic sales growth is over 20%, with stable margins. Under the umbrella of SIGNA Sports United, the leading online shops for bike, tennis, outdoor, team sports and athleisure are supported by a comprehensive platform for marketing, logistics, IT and business intelligence.

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