

## Press Release

Bikester continues to heavily invest towards becoming the No.1 bike retailer in the Nordic region.

### **Bikester & PostNord TPL expand with a local warehouse in Sweden**

**Stockholm, May 29th: Bikester kicks off the bike season with a brand-new 5000sqm warehouse in Helsingborg, partnering up with PostNord TPL AB. Investing in a new warehouse was the natural next step towards parent company Internetstores' ambitious goal of being the number one choice for bike riders in the Nordics.**

This brand new 5000sqm warehouse in Helsingborg is operated in close partnership with PostNord TPL and will be used for Bikester's Nordic customers.

"Bikester will utilise approximately 3000sqm at the new warehouse at Väla in Helsingborg and will initially employ up to 15 people. When it comes to bicycle parts, one of the biggest challenges will be to manage the seasonality – production and staff-wise", says Håkan Lindberg, COO at PostNord TPL.

The new Swedish warehouse is a vital component of parent company Internetstores' multi-hub strategy; where they connect warehouses in Sweden, Germany and France to cater to customers in local markets across Europe. Internetstores is the leading bike and outdoor retailer in Europe and is looking to expand its market leadership with Bikester in the Nordic region.

"Our clear ambition with this new warehouse is to provide our customers with an exceptional delivery experience that really sets the bar for the whole industry. Customers should be able to get their bike gear as quickly as the next day, delivered by their favourite courier. As a group, we really focus on understanding our customers' needs and work tirelessly to address their feedback. This will, in turn, contribute to our high double-digit revenue growth on the road to becoming the No. 1 choice for bike riders in the Nordics." says Anders Munk, Director Internationalisation at Internetstores.

Collaborating with PostNord TPL has allowed Bikester to become much more flexible in their logistics setup. Bikester from now on offers their customers completely new carrier options and is enjoying even closer collaborations with Instabox, Budbee, Bring and Schenker in Sweden. This rollout has already started in Sweden with these carriers and will continue during June in Denmark, Norway, and Finland.

"We've chosen PostNord TPL's warehouse solution for Bikester Nordics as we already have a very successful collaboration for our Outdoor brand Addnature. We'll be able to provide next day delivery for many of the bigger Nordic cities. Furthermore, we want to offer our customers their favourite delivery service – whether that's service point, parcel boxes, home delivery or even evening delivery. Working with PostNord TPL gives us this opportunity and together we constantly focus on raising the bar for customer satisfaction", says Johan Zakrisson, Logistic and Operation Manager Nordics at internetstores.

### **About Bikester**

Bikester is Europe's No. 1 for bikes, clothing, equipment, and accessories: the online shop offers a unique variety of products with country-specific selection in twelve countries. Whether it's a mountain bike, road, gravel, city, e-bike or children's bike, cycling fans of all kinds will find the perfect model and suitable equipment here. The Bikester team consists of passionate bike experts with specialist knowledge, and their webshop offers simple navigation and intelligent search, a virtual product consultant and a frame size calculator. This means every customer gets the best bike in the correct size in just a few steps. For a consistent shopping experience, the first Bikester opened 2020 in Sickla, Stockholm – making Bikester one of the most successful players in multi-channel management. Bikester is a company of internetstores GmbH; a family of leading outdoor and bike shops across Europe and Scandinavia.

Further information: [www.bikester.se](http://www.bikester.se), [www.bikester.dk](http://www.bikester.dk), [www.bikester.no](http://www.bikester.no) and [www.bikester.fi](http://www.bikester.fi)

### **About internetstores**

Internetstores GmbH is Europe's leading multi-channel supplier for bike and outdoor. The multinational company operates around 40 digital retailers across 14 countries – including fahrrad.de, Brügelmann, Bikester, CAMPZ, Probikeshop and Addnature. The Internetstores team provides customers with a comprehensive range of products aimed at recreational athletes and pros alike. Bike and outdoor fans will find exactly what they need among 1000 brands and 125,000 products, stored in six international logistics hubs. In addition to top bike and outdoor brands, the range also includes exclusive in-house brands such as Ortler, Serious, Fixie Inc. and Votec. Internetstores' multi-channel 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 more than 160 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 around 800 people at its locations in Stuttgart, Esslingen, Berlin, Lyon, and Stockholm.

Find out more at [www.internetstores.com](http://www.internetstores.com)

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