

Press release

Close to customers:

Bikester launches new service partner network

Stockholm, September 3rd, 2020 – Bikester kicks off its service partner network in Sweden. The omnichannel bike retailer's ambition is to create a network of bike service partners in Sweden and beyond.

Bikester has grown rapidly in Sweden over the last few years and is taking its next steps to improve the customer experience and provide the customer with more local touchpoints.

"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 and also benefit local small businesses across the country" says Jakob Schenström, Head of Bike Nordics at Internetstores.

The service partners will mainly offer pick-up, in-store delivery and repair services. The additional delivery option is available to all customers ordering a bike on bikester.se if there's a service partner in the customer's area. In other parts of Europe, this service has already proved very successful and Internetstores already collaborates with 200 service partners across the region. Bikester will start with bigger cities such as Malmö, Göteborg, Uppsala and Västerås as well as some smaller towns. However, the plan is to scale the operation up to include more cities and gain 40 partners by the end of the year. Stockholm is already covered by the Bikester store workshop in Sickla that opened in March.

Existing partners have benefited from additional traffic and cross-sale opportunities, and are also able to get involved in the rapidly growing online bike business. Therefore, interest in our service partner program is strong and talks with more retailers are already in progress, says Bikester. The model is a win-win situation for all participants: the first trial customers using the service were all very satisfied. "The growing e-bikes trend especially pushes the demand for service and advice from professionals", Schenström says. Looking at Internetstores' numbers, this trend is obvious: already 40% of all bikes sold by the group are e-bikes – and this is growing both in the Swedish market and internationally.

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Internetstores' international multichannel strategy aims to meet the customers exactly where they are: online, offline, along the full customer journey and with after-sales support. "Heavily investing in getting closer to the customers and local bike communities is a vital part of our group strategy. By working closely together with local bike dealers, we can create added value – not only for our business, but also for the whole cycling industry and cyclists. Ultimately, we're driven to get more people on bikes and explore the great outdoors" says Anders Munk, Director of Internationalisation at Internetstores.

About Bikester

Bikester is Europe's No. 1 retailer for bikes, clothing, equipment, and accessories: the online shop offers a unique variety of products with a 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 the web shop offers simple navigation, intelligent searching, 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 great shopping experience in the Nordic region, the first Bikester store 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. Find out more at www.bikester.se

About Internetstores

Internetstores GmbH is Europe's leading digital retailer for bike and outdoor. The multinational company operates around 40 digital retailers across 14 countries – including fahrad.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 1,000 brands and 125,000 products, shipped from six international logistics hubs directly to the customers. In addition to top bike and outdoor brands, the range also includes exclusively distributed own 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 on-site at a preferred location. In Germany, you'll find fahrad.de stores in Düsseldorf, Berlin, Stuttgart, Hamburg and Dortmund; supplemented by a nationwide network of 200 service partners. Addnature and Bikester stores in Stockholm and Probikeshop in Lyon complete the family. Internetstores is part of SIGNA Sports United and currently employs around 800 people at its locations in Stuttgart, Esslingen, Berlin, Lyon and Stockholm. Find out more at www.internetstores.com

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