



IKEA Retail China / Ingka Group

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IKEA to launch its first virtual store on e-commerce platform Tmall

Today, the world's leading home furnishing retailer will open a virtual IKEA store at Tmall in China. This is the first time that IKEA will offer its products and home furnishing solutions through an e-commerce platform outside of IKEA and thereby marking an important milestone for the IKEA China Future + strategy, which was launched in August where being more accessible and digitalization are two crucial parts.

The virtual IKEA store on Tmall will offer Chinese consumers access to IKEA home furnishing solutions and range in a new and virtual environment, a seamless and convenient shopping experience that is a complement to existing sales channels.

“Our vision is to create a better everyday life for the many people. Our transformational journey started 18 months ago and is focused around accessibility, digitalization and sharing our home furnishing expertise with the many Chinese customers. Joining the Tmall platform is a significant milestone for the IKEA China strategy and breakthrough in our omnichannel. We are very happy to work together with Alibaba world's leading ecommerce service provider and to better meet the needs of the Chinese consumers, whenever and wherever they choose”, says Anna Pawlak-Kuliga, CEO, IKEA China.

The virtual IKEA store at Tmall will provide about 3800 IKEA products including many of the top selling icons such as HEMNES and NORDVIKEN and offer the same services provided in existing sales channels, including home delivery, assembly and product return. After couple of months of preparation, the online store Tmall is now ready to serve customers in Shanghai, Jiangsu, Zhejiang, and Anhui with the ambition to gradually expand to other provinces and cities.

“IKEA is the world's leading home furnishing retailer and loved by Chinese consumers.” Mr. Jiang Fan, President of Taobao, President of Tmall stated that: “It is truly exciting for us to help IKEA exploring online channels and to enable more Chinese consumers to purchase IKEA products with greater convenience. And the collaboration with IKEA will also help Tmall to further consolidate our leading position in China's e-commerce industry.”

In addition to the virtual IKEA store at Tmall store, IKEA China and Alibaba will also explore different ways of cooperation, such as analyzing the changes and future trends of life at home among Chinese consumers in the fast-growing online consumption environment.

IKEA entered the Chinese market in 1998 and has 30 IKEA stores across the country. The stores continue to play an important role, as well as the e-commerce on IKEA.cn. The virtual IKEA store at Tmall will offer a great complement to existing channels, and make IKEA even more accessible, whenever and wherever customers want. In addition to opening up on Tmall, IKEA Retail China continues to invest in existing and new stores, expanding fast by opening more physical stores and exploring new store formats such as city shops, planning studios and smaller stores, all to create a better everyday life for the many people in China.

For more information, contact:

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The virtual IKEA store can be reached at [Tmall](#).

About Ingka Group: Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 11 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 378 IKEA stores in 30 countries, where IKEA Retail China is one. Traditional IKEA stores had 839 million visits during FY19 and 2.6 billion visits to IKEA.com. Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.



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About IKEA Retail China:

IKEA was founded by Ingvar Kamprad in Sweden in 1943. As the world's leading home furnishings retailer, IKEA upholds the vision "to create a better everyday life for the many people" and remains committed to offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

China is one of the most important markets for IKEA is the market, in addition to Sweden, that has the full IKEA value chain including product design, tests, production, procurement, storage and distribution, retail, shopping centers, digital innovation and much more. Since the first store opened in Shanghai in 1998, Ingka Group currently operates 30 stores, 2 experience centers, and 3 LIVAT centers in the mainland of China.

Under the IKEA brand, Ingka Group (operating IKEA in 30 markets) and Inter IKEA Group operate different business units in China and work closely to deliver to the IKEA vision.

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