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## PRESS RELEASE

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# Swedish best-in-class retailer Rusta to support growth and international expansion with IFS

**IFS**, the global enterprise applications company, announces that **Rusta AB**, a leading Swedish retailer of home and leisure products, has selected the **IFS Applications™ Retail** suite to support its future growth and international expansion.

Operating a network of 71 stores with more than 55,000 daily customers, Rusta is widely regarded as a best-in-class retailer in terms of key benchmarks such as growth, market share expansion, profitability, and customer loyalty. The company, employing over 1,300 members of staff, is currently entering a new phase of its business plan, driving the need for improved system support to enable accelerated growth and international expansion.

The implementation of the IFS Applications Retail suite, which will replace 50 percent of existing best-of-breed systems, will be run parallel with other key strategic projects announced by Rusta in 2013, including the opening of the first stores in Norway as well as the establishment of a centralized warehouse.

The IFS solution, which covers all retail processes including business intelligence (BI) and enterprise mobility, will be implemented across the Rusta's international operations, comprising headquarters, stores, warehousing facilities and its extensive network of Asian sourcing offices.

"A new integrated business platform is a key element in our strategic project portfolio of enablers as we look to double our revenues over the coming five years," Rusta CEO Göran Westerberg said. "We were looking for a solution that could secure our future needs across our various business areas and IFS stood out as the vendor that best fulfilled our requirements."

"Closely followed by the ability to handle our complex business needs, we were looking for a partner with an extensive ecosystem of alliances able to simplify and eliminate a number of applications and redundant data sources," Rusta CIO Päivi Redig said. "IFS proved superior in its ability to translate business needs rapidly into our new wall-to-wall application strategy. Our goal of establishing the most effective IT department among our peers will be greatly served by the partnership with IFS."

"We are pleased that IFS has once again been chosen as partner by a best-in-class retailer with global operations looking to accelerate business improvement and international growth," IFS Scandinavia CEO Glenn Arnesen said. "IFS has a proven track record of delivering on the requirements of the fast-paced retail sector and we look forward to playing an active role in the execution of Rusta's ambitious business plan."

The implementation project will start immediately.

### About Rusta

Rusta's business idea is to offer a wide range of functional and stylish home- and leisure products that gives many people great value for money. The range is continuously adjusted to trends, seasons and customer's needs. Rusta is its own importer and wholesaler, as well as distributor and retailer. Rusta has over 1,300 employees working in its 71 stores, warehouses or offices in Sweden and Asia. The head office is situated in Upplands Väsby, just north of Stockholm, Sweden.

More information is available at [www.rusta.se](http://www.rusta.se)

## About IFS

IFS™ is a public company (XSTO: IFS) founded in 1983 that [develops](#), supplies, and [implements IFS Applications™](#), a component-based extended ERP suite. IFS focuses on [industries](#) where management of any of the following four core processes is strategic: [service](#) & [asset](#), [manufacturing](#), [supply chain](#), and [projects](#). The company has 2,100 [customers](#) and is present in approximately 60 countries with 2,800 employees in total. Net revenue in 2012 was SKr 2.7 billion.

More information on IFS is available at [www.IFSWORLD.com](http://www.IFSWORLD.com)

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