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BabySam generated strong growth in revenue and normalised EBITDA

BabySam won additional market shares in 2015/16 and realised strong financial and operational results of the Group's investments and efforts to strengthen the store network and digital channels.

The positive development continued in financial year 2015/16 as BabySam grew revenue 14% to DKK 439 million (DKK 387 million) driven by increasing sales in existing stores and the webshop as well as expansion of the store network. BabySam more than tripled normalised EBITDA before special costs to DKK 22 million (DKK 7 million). Progress was driven by revenue growth, improved campaign management and reduced costs following the optimisation of BabySam's store network.

"We increased our share of the market and strengthened BabySam's position as Denmark's largest and leading retailer servicing the very smallest consumers. This became evident during the year as we turned 7% growth in birth figures into a 20% increase of pram sales. Simultaneously, we generated double-digit revenue growth and secured a strong profitability increase while continuing our efforts to ensure full integration between our stores and webshop," said Kenneth Nørgaard, CEO of the BabySam Group.

BabySam has relocated and modernised a number of stores in recent years, and in the coming period the Group will focus on expansion in Copenhagen and Århus as well as the best shopping malls in Denmark. In addition, progress continued for BabySam's sales to professional customers with a particular focus on municipalities and the day-care area. Finally, BabySam's webshop continued the growth following a significant technological improvement, and the number of smartphone purchases increased 72%.

"We have to offer customers qualified advice and flexibility in their hectic everyday lives, and we are therefore making targeted investments in education of our skilled employees and technology that will contribute to the realisation of our omnichannel strategy, which has already shown its strength. We quite simply want to ensure that customers feel at the very centre of our attention – anywhere and at any time," said Kenneth Nørgaard.

Management expects continued growth in revenue and normalised EBITDA in 2016/17.

Further information:
Kenneth Nørgaard, CEO
+45 23 83 36 47

The annual report 2015/16 for the BabySam Group can be found [here](#).

Selected key figures and financial ratios

DKK million	2016	2015
Revenue	439	387
Gross result	113	95
Normalised EBITDA	22	7
Normalised EBITDA margin, %	5.0	1.7
Operating profit	10	-1
Result for the year	24	4
Equity	107	82
Net cash position	49	34
Equity ratio, %	53.0	49.8
Average number of full-time employees	259	257