



Media Release

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## IKEA to open Auckland store

Today IKEA announces plans to open its first New Zealand store in the Auckland area and online shopping platform in the next few years.

In the lead up to offering New Zealanders the full shopping experience, IKEA also announced it will open a pop-up store to give consumers a taste of what's to come. The pop-up store is planned to open before the actual store opens.

With the announcement of IKEA opening in New Zealand, consumers will soon have direct access to 7000 products from the global brand's home furnishing solutions locally for the first time.

**Jesper Brodin, CEO of Ingka Group, said:** "We're really looking forward to bringing the full IKEA experience to New Zealand, working in partnership with the local community to make IKEA a part of Kiwis' life at home, starting with Auckland. As a leader in home furnishings globally, we hope to be a partner in life for the many IKEA fans, providing inspiration and solutions to create a better everyday life at home."

We look to bring the great work we achieve globally in our sustainability initiatives, the IKEA supply chain and, most importantly, our local team of co-workers to ensure a positive impact across every touch point of our business."

The news follows the company's announcement last December granting Ingka Group, the largest IKEA franchisee in the world, franchise rights in New Zealand by Inter IKEA Systems B.V.

Today IKEA reaches 1.2 billion customers in more than 50 markets through a combination of IKEA stores, ecommerce and pick-up and order points. Ingka Group currently operates the IKEA business in 30 markets around the world. This includes ecommerce, 367 stores and other sales channels.

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**About IKEA:** IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

**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 sales channels under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. It is the world's largest home furnishing retailer operating 367 IKEA stores in 30 markets (FY18). These IKEA stores had 838 million visits during FY18 and 2.35 billion visits [www.IKEA.com](http://www.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 will be able to afford them.

IKEA New Zealand website: [www.ikea.co.nz](http://www.ikea.co.nz)