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Netonnet Group sales increase

In 2015, Netonnet Group increased its sales to SEK 6.37 billion, up 2 per cent year-on-year. Operating profit totalled SEK 68.2 million and the operating margin was 1.1 per cent.

“We delivered positive earnings despite the strong USD and weak NOK. During the year, we also initiated an extensive effort to consolidate and increase efficiency in the Group. This has affected our growth and entailed a somewhat higher level of investment”, says Susanne Ehnåge, CEO of Netonnet Group.

“The investments include a new central warehouse, a new office, IT investments and a new e-commerce platform for NetOnNet. These investments pave the way for an even sharper focus on customer satisfaction and growth, yet also generate opportunities for synergies and a streamlined cost base”, concludes Susanne Ehnåge.

Netonnet Group’s earnings performance, 2013-2015

<i>SEK million</i>	2015	2014	2013 (pro forma)
Net sales	6,370.3	6,247.3	5,732.3
Operating profit (EBIT)	68.2	135.9	82.8
Operating margin	1.1%	2.2%	1.4%

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About Netonnet Group: Netonnet Group is one of the Nordic region’s leading home electronics retailers. Operations are conducted under the proprietary owned brands NetOnNet, SIBA, ComputerCity and Netlogic. The Group has e-commerce sites as well as 53 proprietary owned retail/Warehouseshops, and offers B2B sales. The Group operates in Sweden, Norway and Denmark.