

## COMPANY PORTRAIT

### **EURONICS International in profile**

**As the biggest associated dealers group for consumer electronics in the European market, EURONICS International currently represents 28 cooperation partners in 36 countries. Apart from a few exceptions, the specialised retail network with headquarters in Amsterdam can be found in nearly all European Countries In 2015 EURONICS International generated a total turnover of some 19 billion Euros. Over 50,000 staff are employed in some 6,400 member companies with more than 11,000 outlets.**

Since the 1980s, large discounters have caused structural upheaval in the mass market for consumer electronics as a result of internationalisation. Small and medium-sized retailers increasingly had to face up to the advertising and purchasing power of large competitors. In order to remain competitive, specialist retailers from Belgium, Germany, Spain, Italy and the Netherlands came together to form an international cooperation in 1990. EURONICS International was established.

#### **Sites in Europe**

Today the European purchasing and marketing association EURONICS International includes more than 11,000 outlets in Austria, Bahrain, Belgium, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Kazakhstan, Latvia, Lithuania, Luxembourg, Moldova, The Netherlands, Norway, Oman, Poland, Portugal, Qatar, Russia, Slovakia, Spain, Sweden, Switzerland, Tunisia, Turkey, Ukraine, Egypt, United Arab Emirates and the United Kingdom. EURONICS International is headed by President Hans Carpels (EURONICS Belgium) and Managing Director John Olsen, who is responsible for business operations.

#### **Members: from shops to companies**

Whether as a shop providing services, a specialist store or a large footprint store – EURONICS International offers the right product range for every target group.

New technologies such as UHD-TV, Smart Wearables and Smart Home are as much a part of the range as conventional consumer electronics and household appliances. A comprehensive range of services such as after-sales and warranty services, delivery and installation, return of electronic scrap, finance offers, e-commerce as well as professional consultation and qualified sales- and service-staff – these are the common features of shops and stores, usually run as medium-sized companies under the management of an entrepreneur.

### **Unique mixture of purchasing power and customer service**

A key factor in the success of EURONICS International is the individual entrepreneurial responsibility and cooperation of the various members. EURONICS customers benefit not only from the combined purchasing power of Europe's biggest dealers group, which ensures fair prices and access to the most innovative products of the top brand manufacturers, but also the individualised customer service which only local retailers can offer to this quality standard.

### **Shared brand identity**

The cooperation at international level not only generates synergies in negotiating framework contracts and supply agreements with industry partners but also the exchange of information and best practice. EURONICS International also supports its members to build a strong brand identity. The blue logo with the yellow stars is derived from the European flag and symbolises the outstanding position of the group in Europe. There is a continuous stream of new retailers who identify with the brand and operate their business accordingly.

#### For further information:

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