

Verkkokauppa.com Oyj Q4/2016,
10.2.2017, Samuli Seppälä, CEO

TODAY'S STOREFRONT

RETAIL IS GOING ONLINE. COME ALONG.

Verkkokauppa
PROBABLY ALWAYS CHEAPER **.com**



NASDAQ
FIRST NORTH

Verkkokauppa.com Q4/2016



Pakettiautomaatti

Paketautomat

Nouda ja lähetä postiautomaatista
Katso miten saat paketitisi tänne postiautomaatista

Verkkokauppa.com
PROBABLY ALWAYS CHEAPER

Verkkokauppa.com Q4/2016

Sales and profit grew,
growing quarterly dividend
policy proposed

Dividend proposal
0.166 eur (0.15)
for 2016

Revenue +7%, €115.3m (€107.6m)
EBITDA +14%, €5.9m (€5.2m)
EPS* €0.10 (€0.08)

*) Comparable EPS

Verkkokauppa
PROBABLY ALWAYS CHEAPER
.com

Verkkokauppa.com Q4/2016 Income Statement

	Q4/2016	Q4/2015	Ch%	Full 2016
Revenue, € million	115.3	107.6	+7%	371.5
Gross profit	17.6	16.3	+8%	57.4
Gross margin	15.3%	15.2%		15.5%
Personnel expenses	-6.1	-6.2	-1%	-24.4
Other opex	-5.7	-5.0	+14%	-19.6
EBITDA*	5.9	5.2	+14%	14.1
EBITDA margin*	5.1%	4.8%		3.8%
Depreciation and amortiz.	-0.4	-0.3	+22%	-1.3
EBIT*	5.5	4.9	+13%	12.2
Net profit*	4.4	3.8	+17%	10.2

"Company mostly maintained categories' market shares and provided quick deliveries from local warehouses and good customer experience in this hectic season."

*) Comparable



Verkkokauppa.com Q4/2016 Balance Sheet

- Inventory 44.0 (38.7) million euros on 31.12.16, change +14%.
- Cash flow from operat. activities 1-12/2016 was 18.6 (5.1) million euros.
- Capex 1-12/2016 were -1.0 (-1.3) million euros .
- Equity ratio 39.5% (45.2%)
- Cash 41.7 (30.8) million euros, change +35%. No interest bearing debt.

"On 31 December 2016, Verkkokauppa.com had a revolving credit facility of 15 million euros, which had not been utilized."



We are
the most
transparent
low cost online
retailer

.. while
being probably
always cheaper

**Lower
costs**

Finland's best
self-service driven
by technology

Highly efficient
logistics

Three
high volume
megastores

"Probably
always
cheaper"

Cheaper prices
enabled by lowest
fixed costs

We
don't sell
products that can't be
handled highly efficiently;
clothing, DIY, fresh food,
sub-10e products

More aggressive 2017

Including
launch of two
new main
categories

Efficient
Vantaa
warehouse fully
operational

Cheaper prices
enabled by lowest
fixed costs

Relocation/
expansion of
two stores

Global online share forecast 2015-2020

Retail market in 2021



* Forecast.

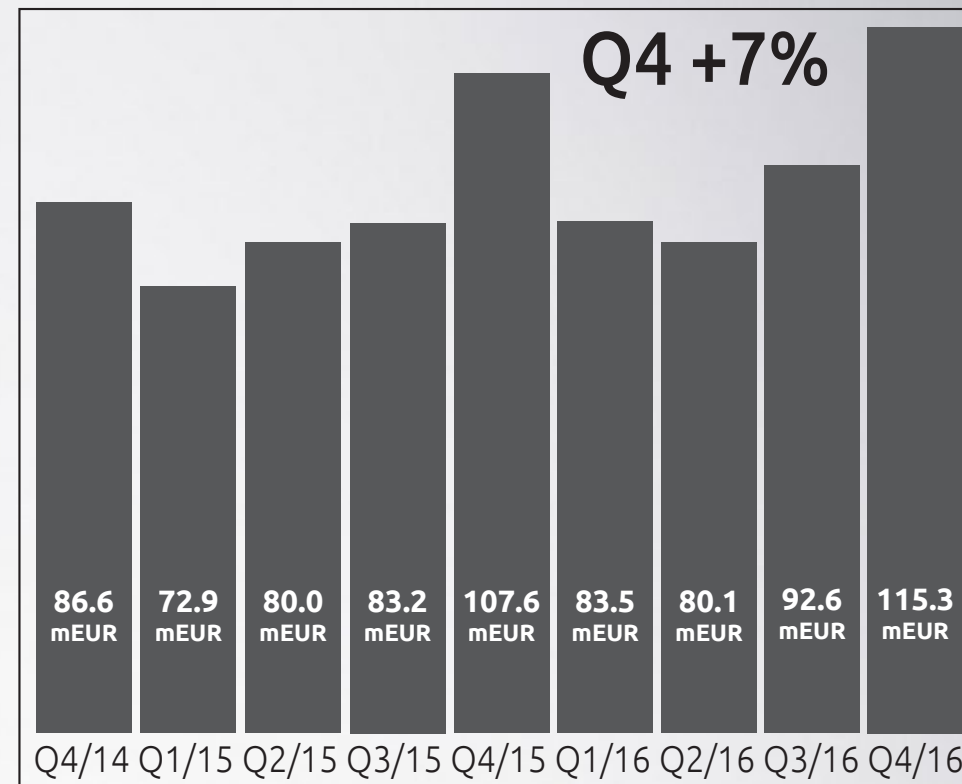
Source:
eMarketer
© Statista 2016

Additional Information:
Worldwide; eMarketer; 2015 to 2016

Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets.

Verkkokauppa.com Q4/2016 sales drivers

- CE-market development +2%*
- Retail continues going online
- Verkkokauppa.com's trusted concept
- Fast deliveries from local warehouses
- Easy and convenient experience



Additional future growth drivers:

- Increasing market shares in existing categories
- Launching two new main product categories
- One or two completely new stores planned
- B2B and wholesale trade business
- Price competition eventually eases

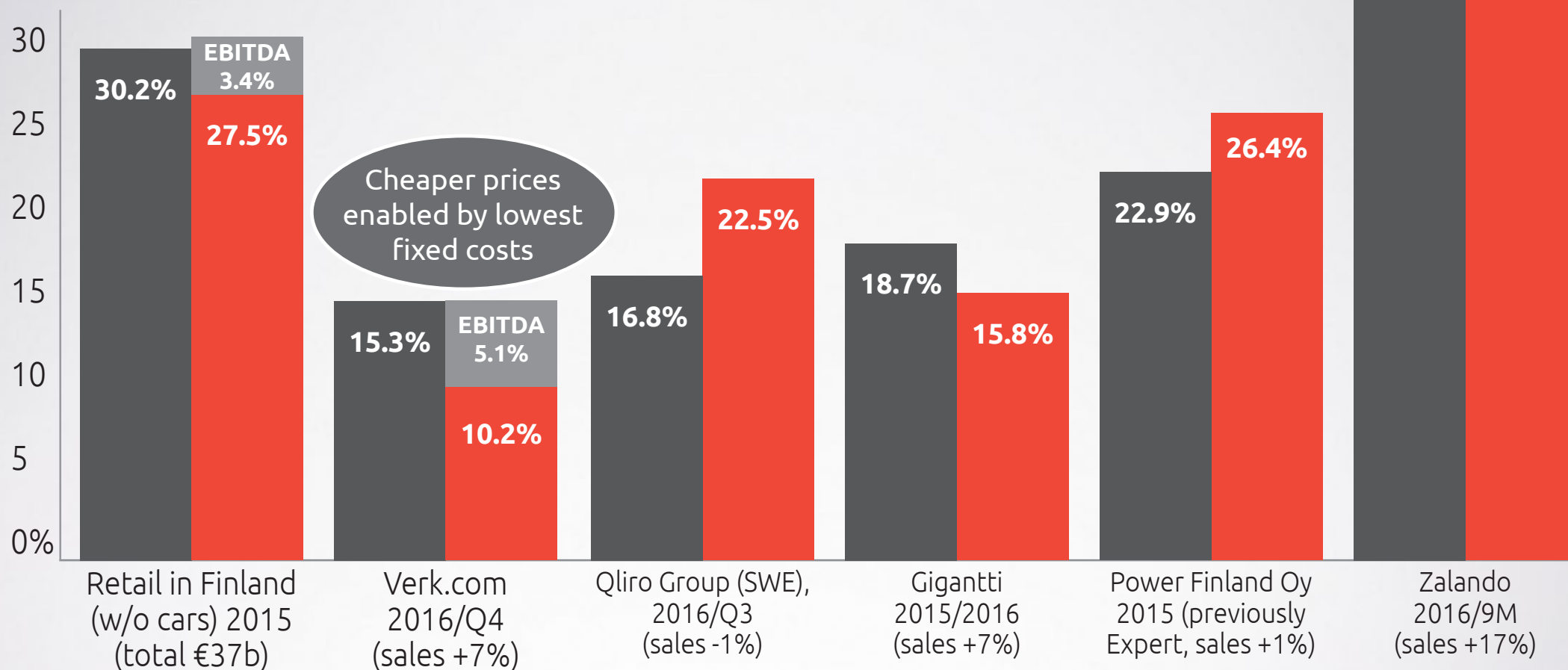
"An estimated 1% or 400 million euros, of retail sales move online every year in Finland, from the current estimated level of 10% or 4 billion euros."

*) Source: GfK



Verkkokauppa.com's gross margin and fixed costs

■ Gross margin %
■ Fixed costs % of sales



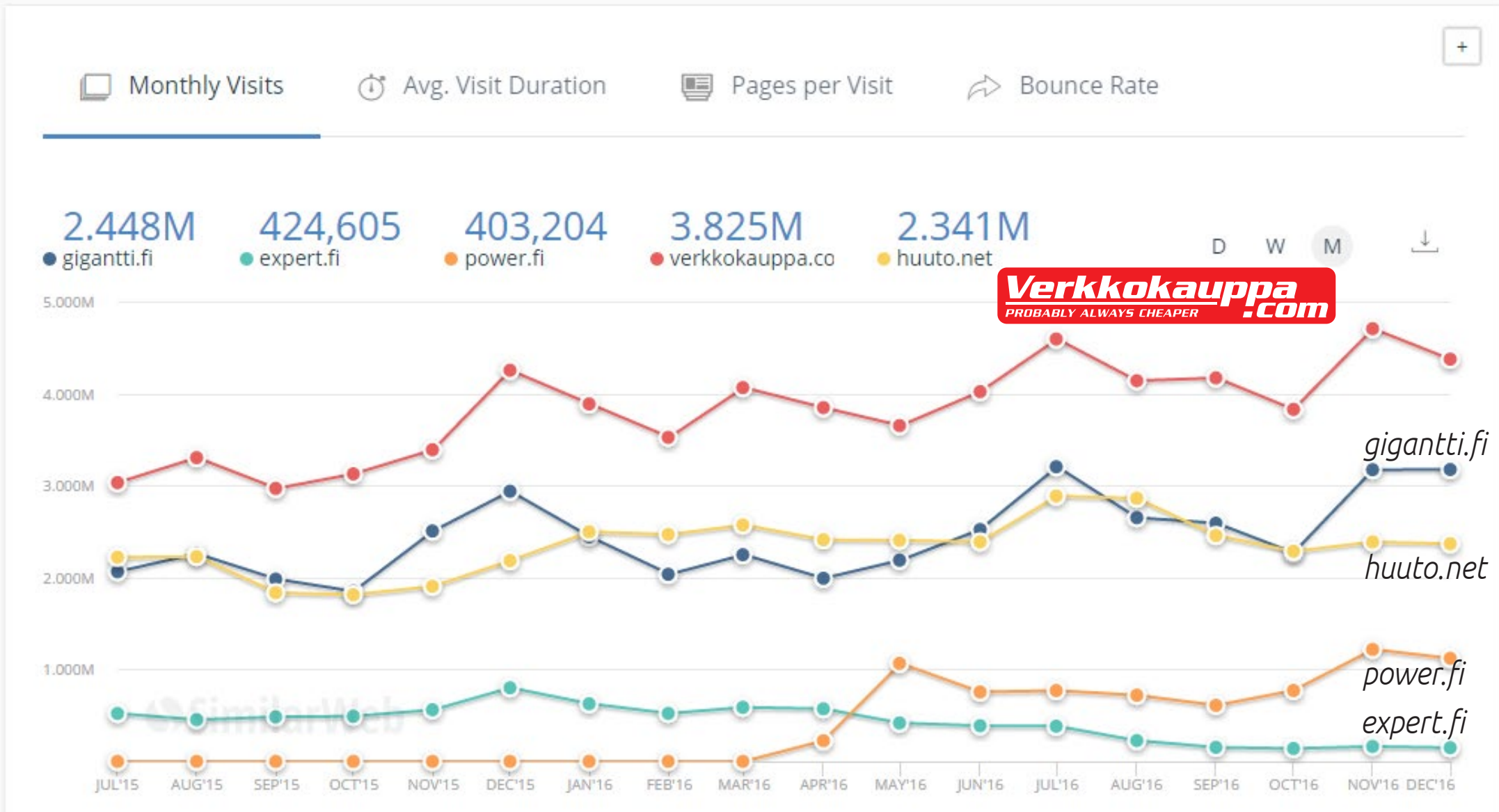
"The company expects to improve its EBITDA margin in the medium term by increasing share of higher margin categories and private labels in the sales mix and the increasing the share of the Apuraha consumer financing services."

Sources: Statistics Finland, Soliditet and D&B. Gross margin includes changes in the inventory and outside services. EBITDA excluding non-recurring items.



Web visits last 18 months

“Verkkokauppa.com seeks more aggressive growth in 2017”



Apuraha

“The company expects to improve its EBITDA margin in the medium term by increasing share of higher margin categories and private labels in the sales mix and the increasing the share of the Apuraha consumer financing services.”

Don't fiddle
with your
finances.
Apply for
Apuraha.

You can
apply for an
Apuraha-grant
24h a day.

Apuraha gives you more time to pay
and more to choose from.

Verkkokauppa
TODENNÄKÖISESTI AINA HALVEMPI
-com

Medium-term targets

The company retains its existing targets:

- The company strives to grow faster than its operating market and targets an annual revenue growth of over 10 per cent in the medium term.
- The company's objective is to improve its EBITDA margin in the medium term when compared to the level of 2013.
- The company strives to secure a sufficient equity ratio to finance the growth of its business and aims to maintain an equity ratio of over 25 per cent taking into consideration the nature and seasonality of the company's business.

Business outlook and financial guidance

Verkkokauppa.com Oyj's business operations are estimated to develop positively within a medium-term time frame. In 2017 the company revenue and comparable operating profit are expected to exceed the level of 2016.

Largest owners on 31 Dec 2016

	Shares	%
1 Seppälä Sipi Samuli	22 487 496	49.9
2 Keskinäinen Eläkevakuutusyhtiö Ilmarinen	2 542 784	5.642
3 Keva	2 171 000	4.817
4 Keskinäinen Työeläkevakuutusyhtiö Varma	2 065 932	4.584
5 Rite Ventures Finland Ab	1 967 576	4.366
6 Op-Delta -Sijoitusrahasto	1 208 515	2.682
7 Fondita Nordic Micro Cap Placeringsf	1 025 000	2.274
8 Sijoitusrahasto Evli Suomi Pienyhtiöt	767 441	1.703
9 Skogberg Ville Johannes	634 266	1.407
10 Sr Danske Invest Suomen Pienyhtiöt	511 378	1.135
11 Sr Danske Invest Suomi Yhteisöosake	429 201	0.95

Administrative registered:

1 Nordea Pankki Suomi Oyj	3 483 782	7.731
2 Skandinaviska Enskilda Banken Ab (Publ)	1 046 441	2.322

Source: www.verkkokauppa.com/fi/investors/osakkeenomistajat

Verkkokauppa.com Oyj VERK:HEX

Consumer Services > General Retailers

PRICE (EUR) **7.15** TODAY'S CHANGE **↑ 0.05 / 0.70%** SHARES TRADED **874.00** 1 YEAR CHANGE **↑ 3.62%** BETA **--**

Data delayed at least 15 minutes, as of Jan 31 2017 08:19 GMT.

Share development last 6 months (31 Jan 2016)

Actions

Summary Charts Profile Directors & dealings Financials Forecasts Historical prices

1D 1W 10D 1M 3M 6M 9M YTD 1Y 3Y 5Y 10Y MAX

4 Aug. 2016 to 31 Jan. 2017



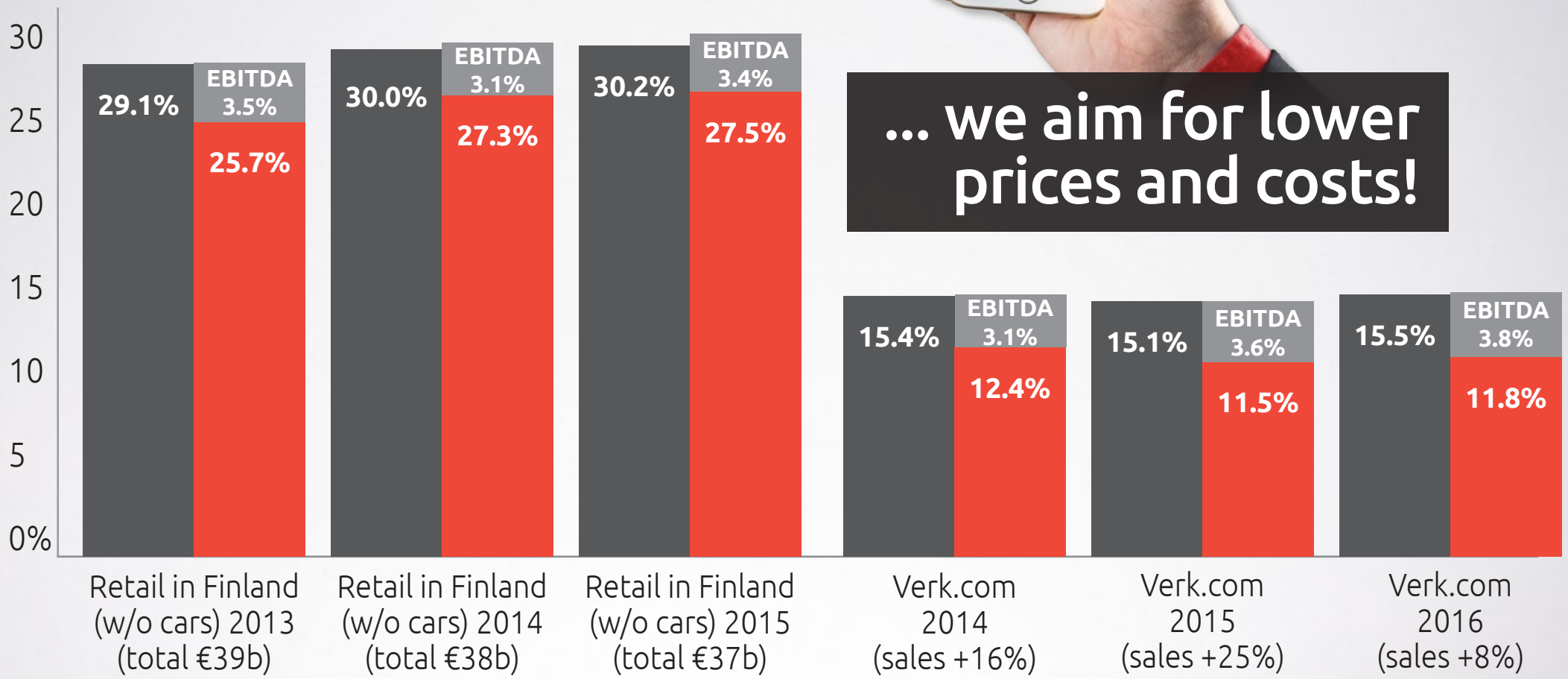
Open: 7 Close: 7.04 High: 7.04 Low: 6.96



While traditional retail sector is increasing gross margin and fixed costs ...



... we aim for lower prices and costs!



Sources: Statistics Finland, Soliditet and D&B. Gross margin includes changes in the inventory and outside services. EBITDA and fixed costs excluding non-recurring items.

Q&A

Upcoming events:

- Q1/2017, Friday 28 April 2017
- Q2/2017, Friday 14 July 2017
- Q3/2017, Friday 20 October 2017

Quick links:

- Investors English Summary - www.verkinvest.com
- Company Releases mailing list in English - www.joinverk.com
- Company Investor Webcasts - www.verklive.com
- The investor website will be fully renewed in the first half of 2017

Contacts:

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- Jussi Tallgren, CFO, jussi.tallgren@verkkokauppa.com
- investors@verkkokauppa.com



Tuotealueet

Audio ja hifi

Grillaus ja kokkaus

Kaapelit

Kamerat

Kellot

Kodinkoneet

Komponentit

Laitteet

Läppäkirje

Lerit

Musiikki

Muut tuotteet

Oheislaitteet

Ohjelmistot

Pelit ja viihde

Pienkoneet

Puhelimet

Ruoka ja juoma

Tarvike ja toimisto

Tietokoneet

87 hakutulosta

evolver

x

🔍

🗪

Järjestys ▾

Rajaukset ▾



6659

Evolver Strider 490 -juoksumatto

★★★★☆ 3.0 👍 100%

399,92 ~~499,90~~

tai Apurahalla 24,00/kk (23 kk)

● Perillä torstaina–perjantaina ↕

Juoksu- ja kävelymatto yhdessä ja samassa tuotteessa. 14 km/t maksimivauhti. Tehokas iskunvaimennus lisää mukavuutta. Eri ohjelmat tarjoavat haasteellisia ja vaihtelevia treenimahdollisuuksia.

- Nopeus 1-14 km/h
- Korkeussäätö matossa, 1-12%
- Monipuolinen harjoitustietokone

🛒 Lisää ostoskoriin



Evolver Strider 650 -juoksumatto

★★★★★

799,90

tai Apurahalla 43,00/kk (24 kk)

- 2,5 hv moottoriteho
- Max nopeus 20 km/h
- Tehokas iskunvaimennus
- 48 cm leveä juoksualusta

🛒 Lisää ostoskoriin

Product highlight - Evolver!

ja kivenkovia



64876

Evolver X-Cross 475 -crosstraineri

★★★★★

279,92 ~~349,90~~

tai Apurahalla 18,00/kk (23 kk)

● Perillä torstaina–perjantaina ↕

Evolver X-Cross 475 on vankka malli käyttäjälle jolle perustraineri ei riitä. 7 kg vauhtipyörä, 18 esiasennettua ohjelmaa ja monipuolinen taustavalaistu LCD-näyttö.

- 7 kg vauhtipyörä
- 18 esiasennettua ohjelmaa
- Sopii pieneen tilaan

👁️ Esillä Jätkäsaaren myymälässä

🛒 Lisää ostoskoriin



14237

Evolver Fit Bike 290 -kuntopyörä

★★★★★

119,92 ~~149,90~~

tai Apurahalla 15,00/kk (12 kk)

● Perillä torstaina–perjantaina ↕

Vankka kuntopyörä neljän kilon vauhtipyörällä. Pyörässä on 8 manuaalista vastustasoa. Magneettijarrun tarjoama tasainen vastus on miellyttävä ja kohottaa kuntoa tehokkaasti.

- Magneettivastus manuaalisäädöllä
- Informatiivinen LCD-näyttö
- Integroidut sykesensorit

🛒 Lisää ostoskoriin



Evolver Fit Bike 540 -kuntopyörä

★★★★★

159,92 ~~199,90~~

tai Apurahalla 19,00/kk (12 kk)

- 5 kg vauhtipyörä
- Magneettivastus automaattisäädöllä
- Monipuoliset kunto-ohjelmat

👁️ Esillä Jätkäsaaren myymälässä

Game
on...

probably
always
cheaper*

THANK YOU!



Sony PlayStation 4
Pro 1 Tt -pelikonsoli

Hinta

439,90

tai Apurahalla 26,00/kk (23 kk)

*verk.com/hintapuntari