



Leading Nordic garden retailer with 144 stores in three main formats

Garden centres



54



34



9

Plant destination stores



19



10



2

Small high-flow



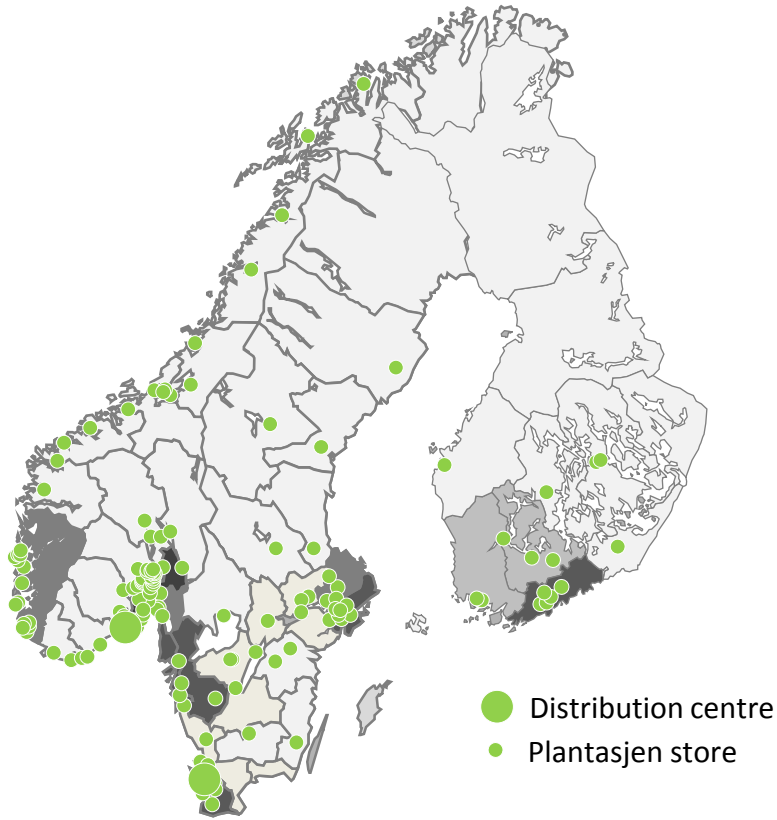
10



2



4



● Distribution centre
● Plantasjen store

Netherlands
distribution
centre



German
distribution
centre

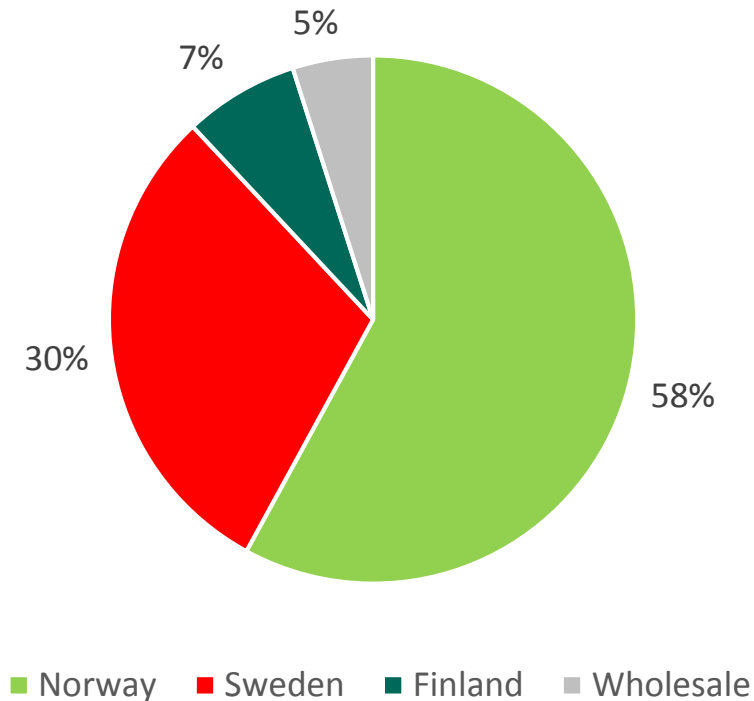


PLANTASJEN.

Norway is our first and most important market whereas Sweden and Finland represent higher growth potential

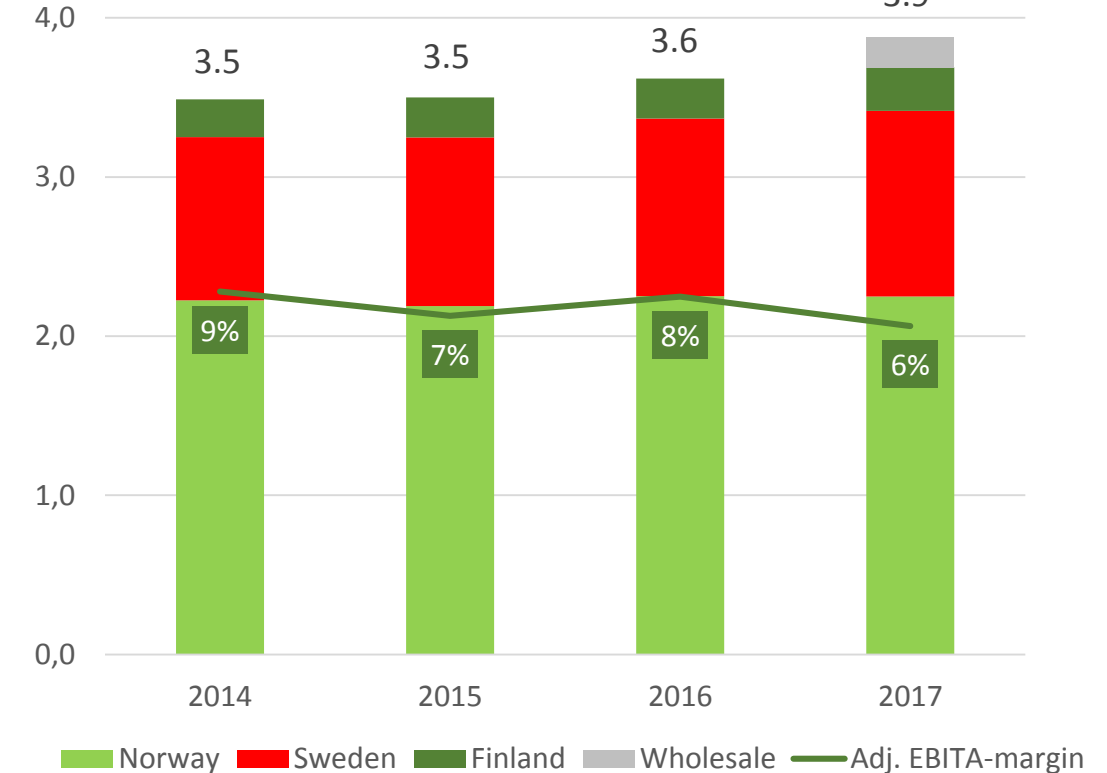
Revenue by geography

Jan-Dec 2017 Revenue



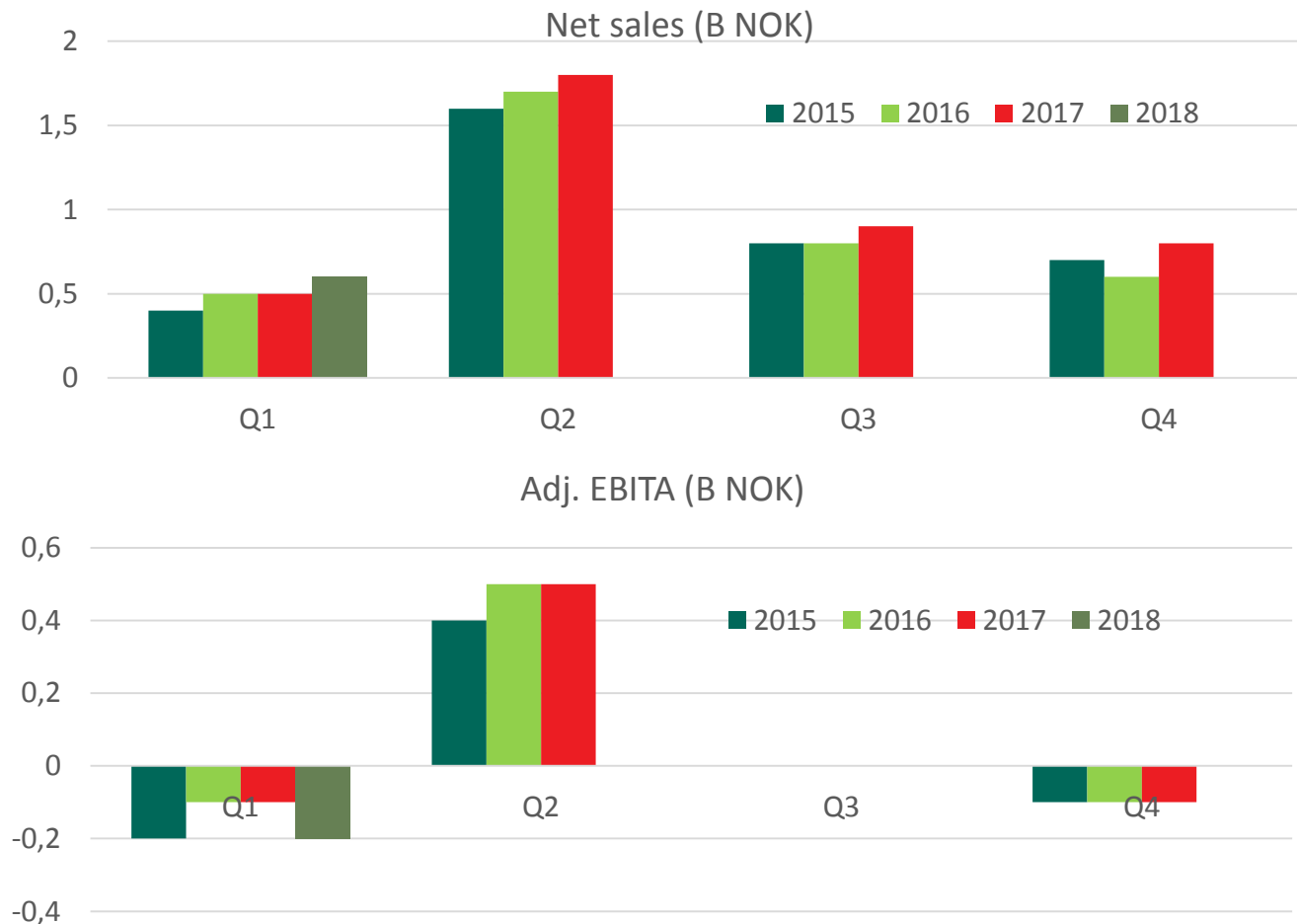
Revenue and Adj. EBITA margin

NOKbn



Our market is highly seasonal and a late spring or a sunny May have significant impact on year result

NOKbn



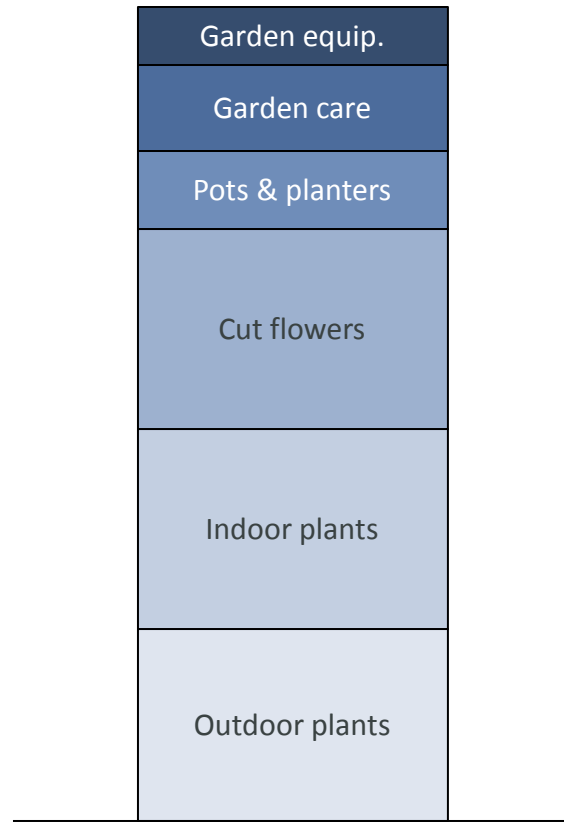
Weak quarters will be strengthened by

- Increased demand and an improved offer within indoor plant
- Plant Destination is closer to customers

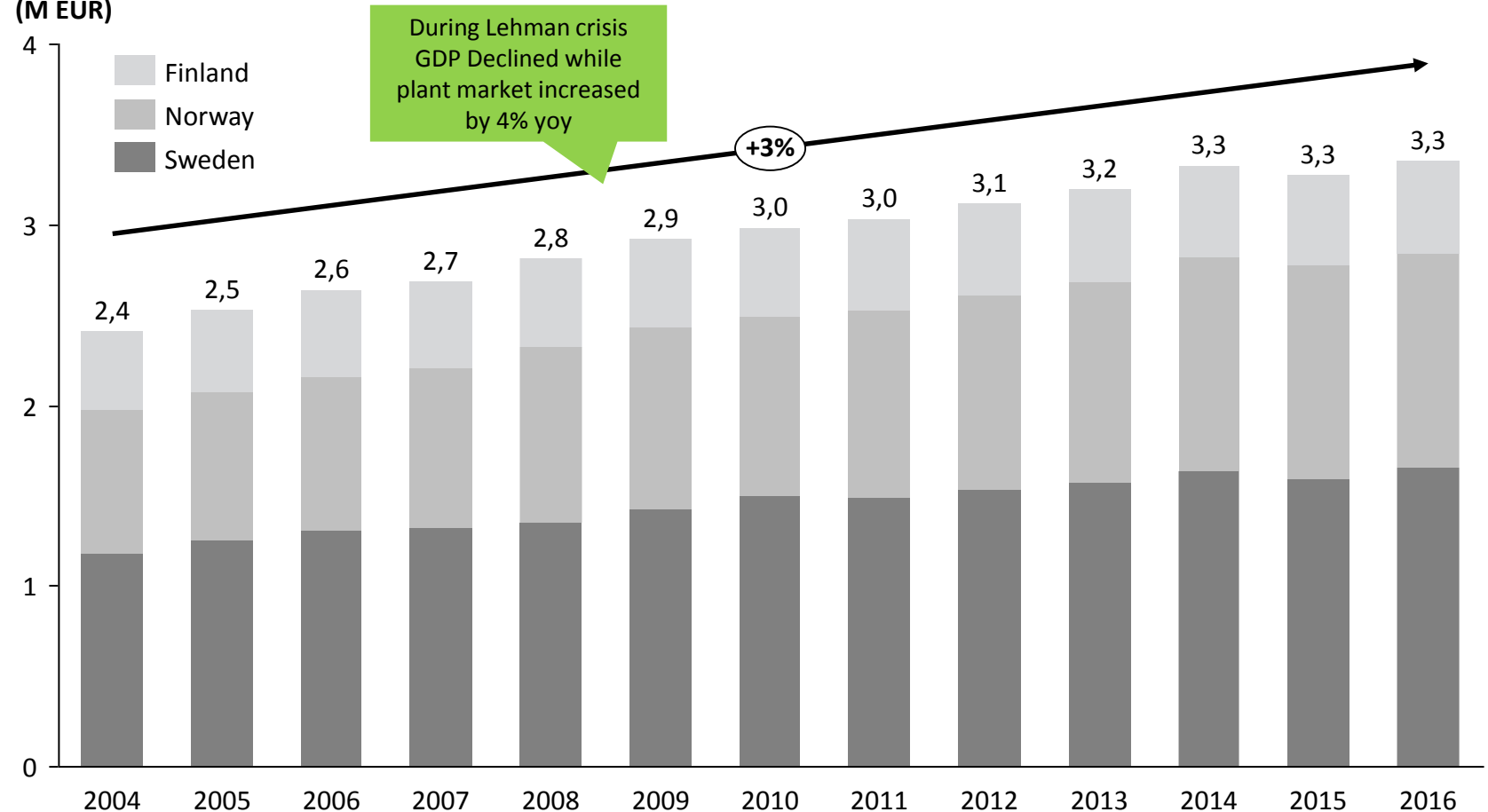
Gross margins are high but so are complexity and waste

But long term trend is stable and resilience through economic cycles fuelled by increased interest in plants and cultivation

Market split (M EUR)



Plants and accessories market (M EUR)



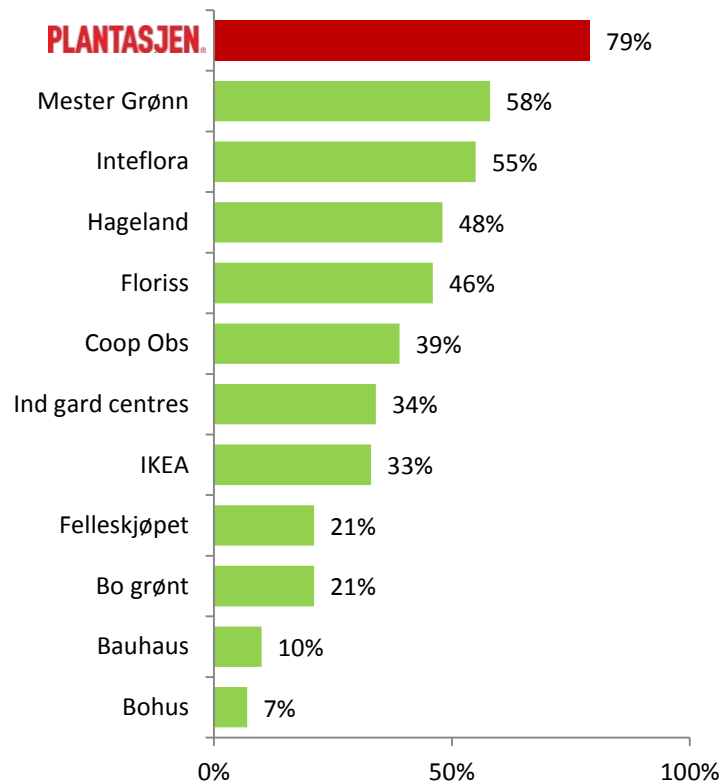
Source: Company information, IMF *Decline in constant currency DGP in US

We are the consumers first choice for plants...

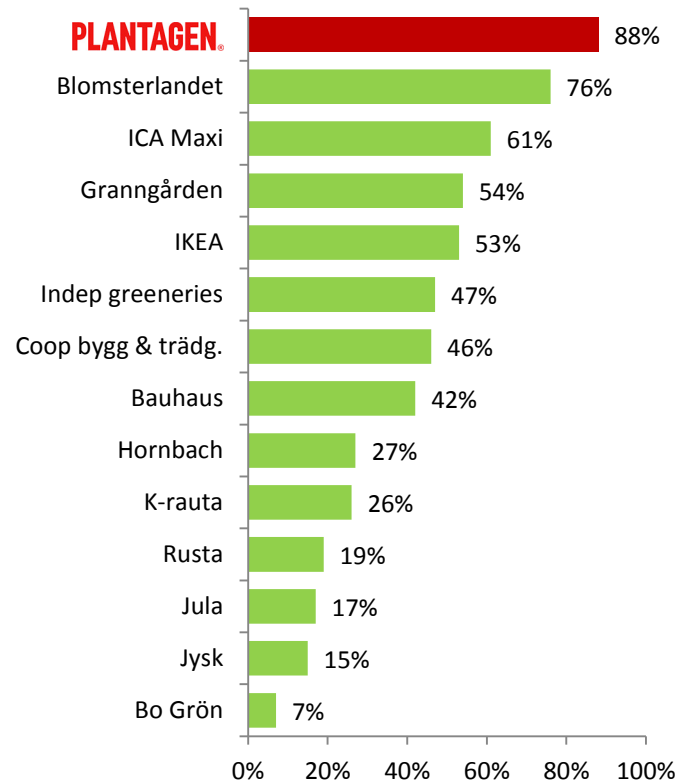
“Which of the following stores or chains would you consider visiting or shopping in for Plants and Flowers?”



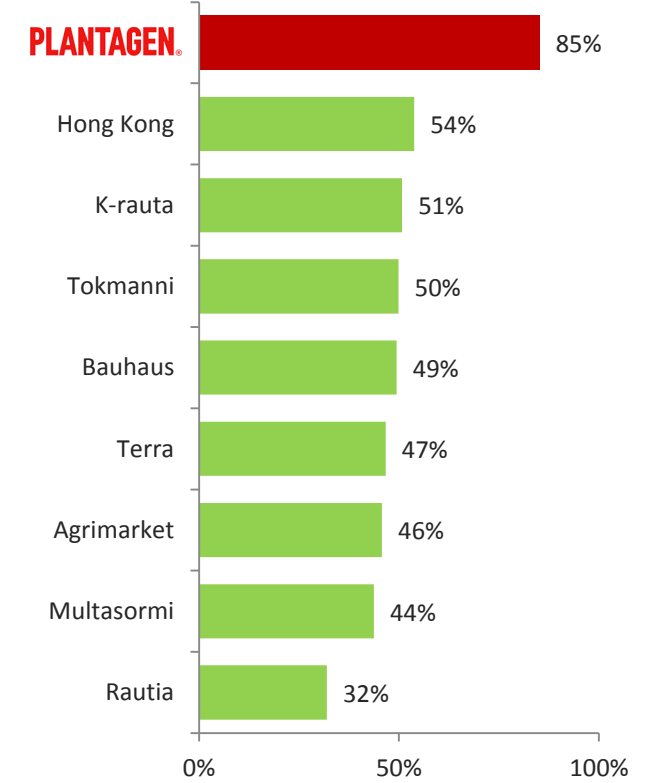
NORWAY



SWEDEN



FINLAND

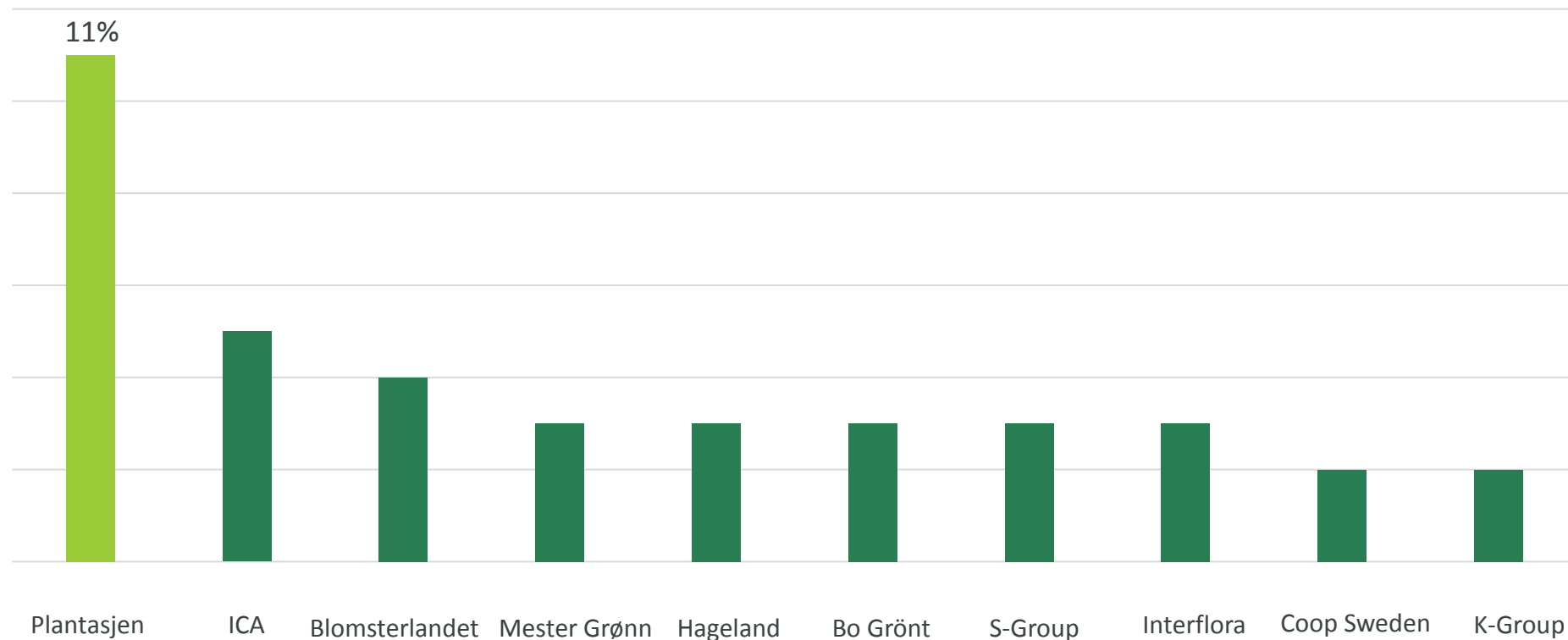


Source: Company information, NORM

...and are twice the size of the second largest competitor in a fragmented market...

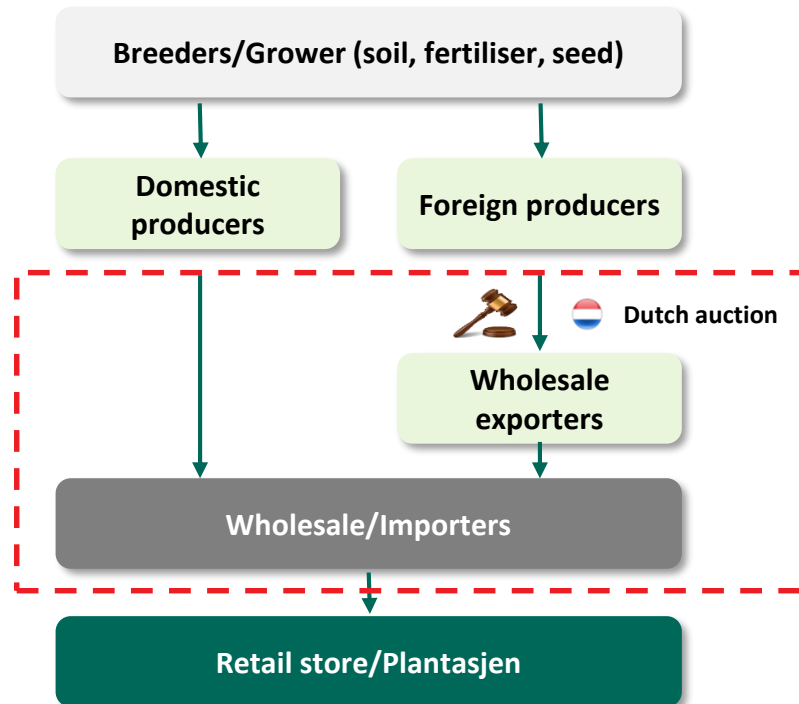
Top 10 Nordic market participants

Estimated market shares by revenue



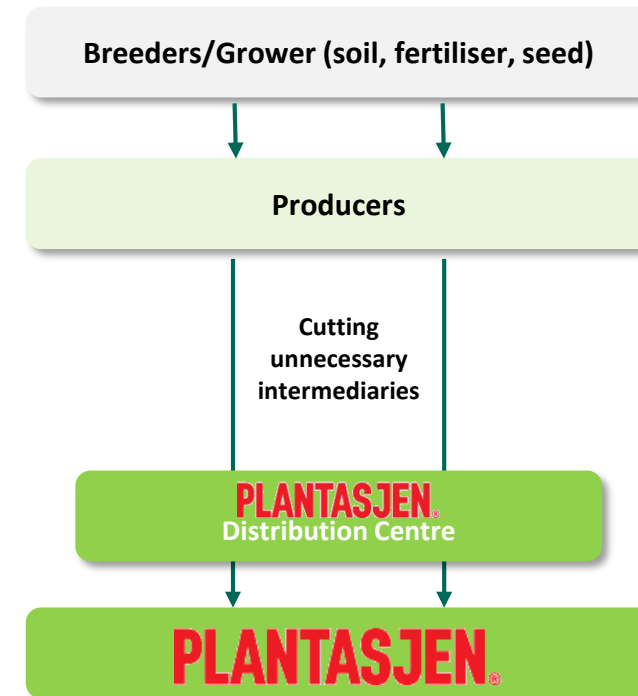
...which is highly important when challenging a very traditional and complex value chain eliminating middlemen

Typical plant retailer / Majority of Plantasjen's cut flowers



- The Dutch auction, FloraHolland, has appr.2,200 customers worldwide and trades over 20m plants every day

Majority of Plantasjen's plants (excluding cut flowers)



- Plantasjen maintains quality of products through its integrated supply chain as result of reduced lead time and greater influence on product innovation

We have the widest assortment in the market according to our customers, very high expertise and many good store locations



Starting point is great but we also face a number of challenges / opportunities

CHALLENGES

- Customer service and commercial focus need to improve
- Unclear target group and value proposition after strategic changes
- Digitalization
- Over dimensioned stores
- High internal complexity

Addressing these challenges offers great opportunities to increase

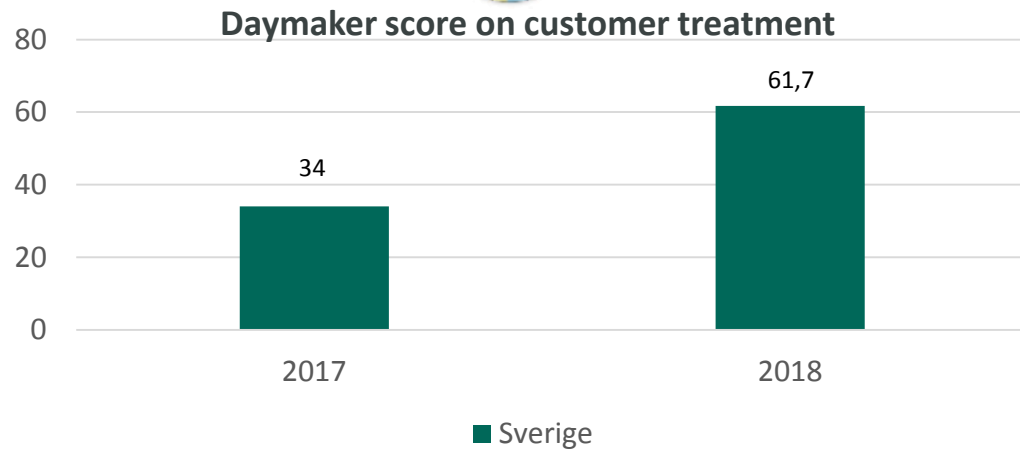
- **Traffic**
- **Sales**
- **Profitability**

We have a great foundation to increase customer loyalty and build an emotional brand



- Well known company name but not **emotional brand**
- Functional but not **welcoming store**
- Good on optimizing assortment on sales and profit but not on **impulse/lust and inspiration**
- Decent at following trends vs **create/drive trends**
- Good on up sales but not on **experience, navigation, inspiration, instructions** that matter to the customers

SE and FI have improved customer service, experience and have increased traffic. NO is up next and has a long way to go



2018

150	Viaplay	★★★☆☆	62,6	69,8
151	Get (bredbånd)	★★★☆☆	62,4	82,3
152	Plantasjen	★★★☆☆	62,3	75,9
153	Skeidar	★★★☆☆	61,2	68,1
154	Lindex	★★★☆☆	60,9	77,4

Initiatives to improve customer service during 2017

- Daymaker: 3rd most improved retail chain in SE and best customer service within garden and flowers (but still just above average retailers)
- 5% traffic increase 2017 vs 2016 (also driven by other improvements)

- 0% traffic increase 2016 vs 2017
- Launch of same program as SE in 2018 + e-learning

Launching a new visual identity is a first step in our ongoing brand transformation

Customer service/experience

2017

2018

NYHET
89⁹⁰
Høstklar paprika
Ø 10,5 cm.

59⁹⁰
Høstklare tomater
Ø 10,5 cm.

2 FOR 300,-

3 FOR 100,-

Krydderurter
Ø 12 cm. Sorterutvalg
39⁹⁰ stk.

Bærbusk 2 liter.
Flere sorter. 179⁹⁰ stk.

DYRK SELV!
Nyt tacokveld med familien og selvdyrket salat

149,-
Jordbær 6 pk.
Flere sorter.

59⁹⁰
Grønnsaker
Ø 10,5 cm.
Stort utvalg.

249,-

99⁹⁰
79⁹⁰

Plantekasse
Naturfarge. 60x60 cm.

Brett til plantekasse
svart. cm. 129,-

Citrus calamondin
Ø 12 cm, høyde 30 cm.

Pallkrage
Naturfargad 80 x 60 cm.
~~79⁰⁰~~
69⁹⁰



Lägre priser. Större sortiment. **PLANTAGEN.**

PLANTAGEN.

Pallkrage natur
79⁹⁰
60x80 cm

Dyrk selv!
På balkongen.
På terrassen. I hagen.
Vi har Norges største utvalg!

Bringebær 'Preussen'
59⁹⁰
68⁹⁰
1,4 liter

Rips 'Jonkheer van Tets'
99⁹⁰
179⁹⁰
2 liter

Plantekasse
Fra **79⁹⁰**
60 x 80 cm

Bøyleplate 'Starcat'
349
309⁹⁰
3 liter

Jordbær
149,-
Flere sorter
6 pk

Epilote 'Disettev'
549
509⁹⁰
7 liter

Økologisk krydderurter
39⁹⁰
Ø 12 cm

3 FOR 100,-

Økologisk gjødsel
149,-
1 liter

Økologisk såjord
55,-
4 liter

UTVIDET ÅPNINGSTID 30.4-20.5
Hverdager 9-21, Lørdag 9-19, Søndag 10-18
Tilbudene gjelder t.o.m. 08.05 eller så langt beholdningen rakk.
Med forbehold om trykfeil. Besøk oss på Planstjen.no.

PLANTASJEN.
PLANTASJEN.

UTVIDET ÅPNINGSTID
2. mai - 16. mai: HVERDAGER 09-21, LØRDAG 09-18, SØNDAG 12-18
Tilbudene gjelder t.o.m. 08.05 eller så langt beholdningen rakk.
Se plantasjen.no for avvikende åpningstider. Med forbehold om trykfeil.

PLANTASJEN.



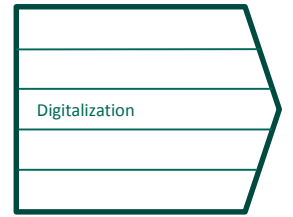
Apartment focused strategy have had some success but will be partially reversed

Target group & value prop.

- Apartment focused strategy with improved indoor offering but reduced offering to house/garden owners
- However ~80% of current sales from house owners who could not find a complete assortment
- Continue to improve our indoor offering but reinstate house owners as our top priority and reverse several categories in 2018
- Changing market conditions require and offer the opportunity for an omni-channel solution and concept differentiation

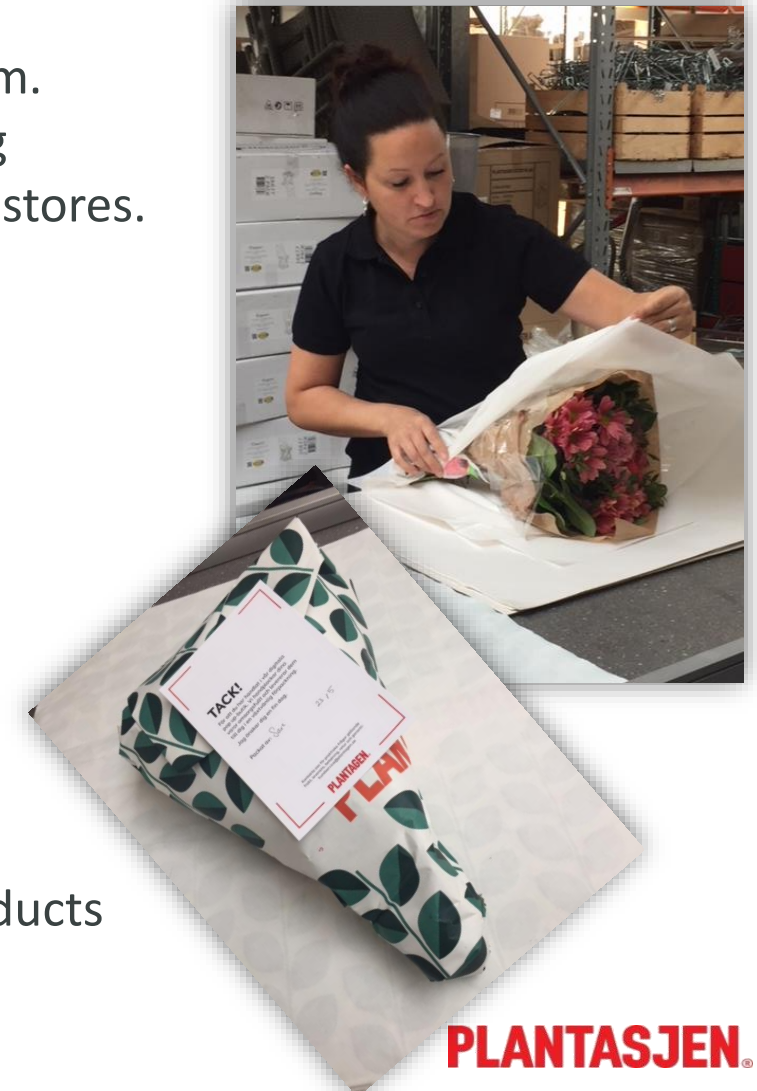
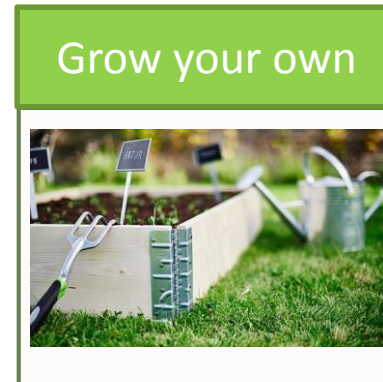
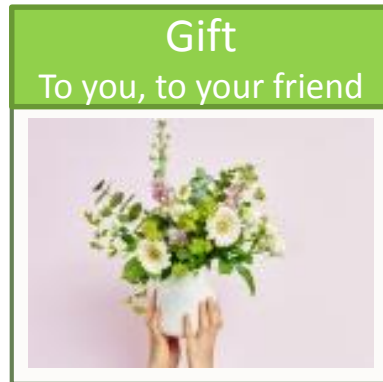


Pilot online sales initiated. Full scale omni solution launched after ERP implementation January 2019



Pilot

- Selected assortment from two stores, central Oslo and Stockholm.
- Learn online behaviour and demand, train staff and start ranking
- Pick and pack in stores, delivered in geographic area around the stores.



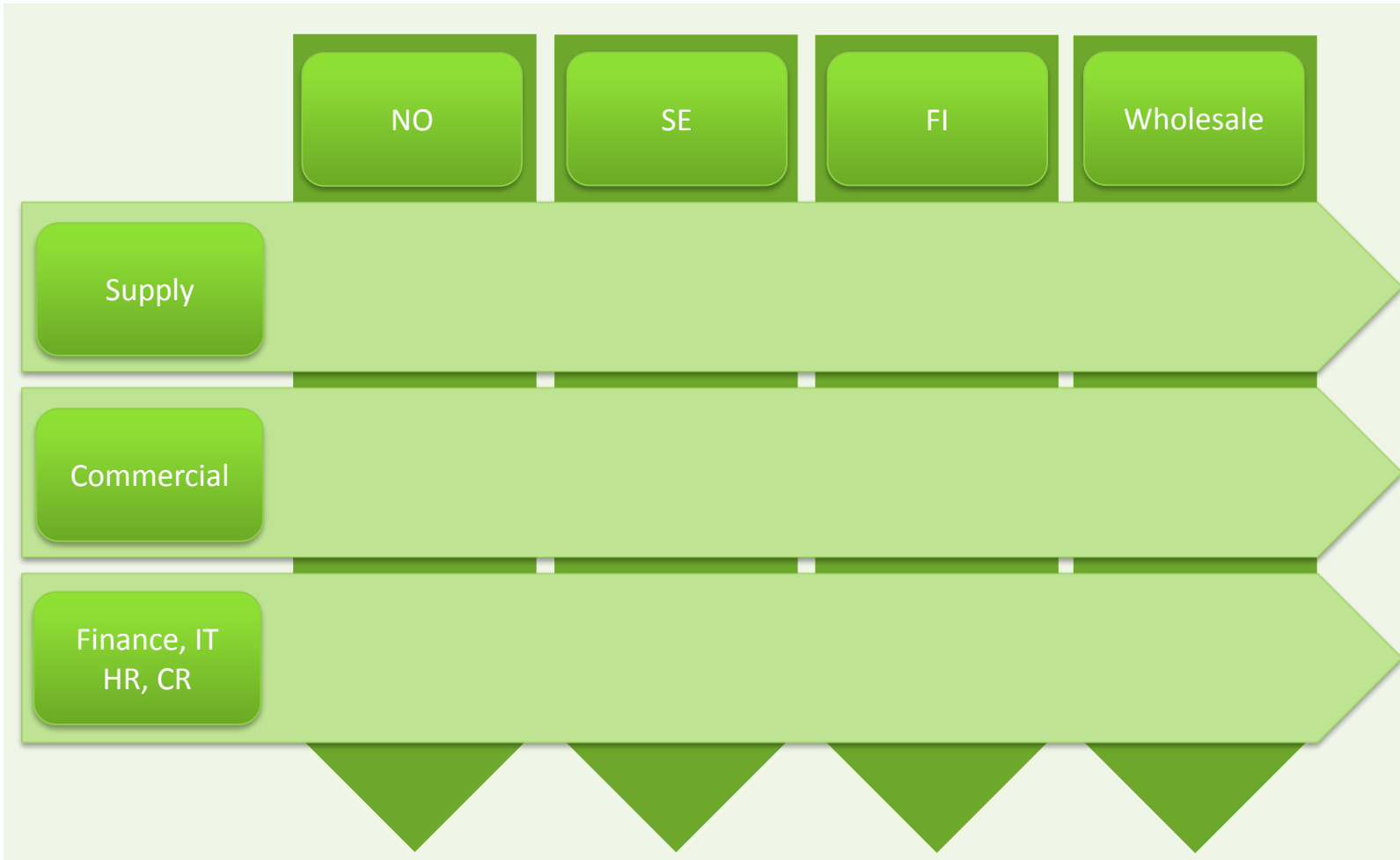
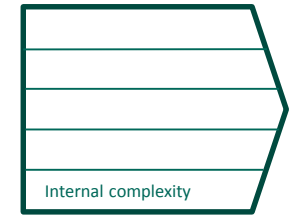
Full scale omni solution

- Enables even our smallest stores to carry our full assortment
- Significantly reduce stock levels and risk for excess seasonal products
- Enable show room business model, subscriptions and services

Sub rental of excess space decrease rental cost and generate new traffic



New organizational structure increase efficiency and reduce cost with NOK +30 mn



- Clear responsibilities
- Increased accountability
- Lower cost

Instead of loosing traffic what if Plantasjen was a destination when weather is bad...



A man with long hair and a beard, wearing a blue patterned shirt, is lying on his back in a lush garden. He is holding a green and red watering can and spraying water onto the plants. The garden is filled with various flowers, including purple lavender and red hydrangeas. The scene is framed by a red border.

Växter som trivs ute. Hos dig.

Fler blommor >