

press release



vidaXL makes new steps in fast growth

- **The popular vidaXL-platform is now also open to other sellers**
- **Construction start of a new, 100.000 m² distribution centre**
- **Impossible? Guess again! tv-campaign in the Netherlands**

Venray (The Netherlands), 8 March 2017 - vidaXL has reached a new milestone with the start of construction for a new distribution centre of over 100.000 m² in Venlo, to keep up with the online retailer's rapid international expansion and ambitions for growth. vidaXL is one of Europe's fastest growing international online retailers, and is active in 29 countries. The network of popular vidaXL web shops will now be made accessible to other retailers, so vidaXL customers will get to choose from over a million products at surprisingly competitive prices. With this, vidaXL hopes to exceed its customer's wildest expectations, and they make this known with the slogan '*Kan niet? Echt wel!*' (Impossible? Guess again!) in their new TV-commercial in the Netherlands.

vidaXL is a fast-growing online marketplace, in which customers can find a huge assortment of products for in an around the house. Through their platform, they offer a surprising range in the categories Home and Garden, DIY, Household Products, Outdoor Toys and Wellness and Fitness. The product range is not limited to vidaXL's competitively priced own range, but also contains premium brand products. To support their platform's successful growth, vidaXL starts construction on a huge international distribution centre of over 100.000 m²: double their current capacity and the biggest e-commerce distribution centre in the Netherlands.

In addition, vidaXL accelerate their further expansion by opening vidaXL to external sellers. Other retailers have recently been given the opportunity to join in the growth online, and offer their products to over billion customers in Europe, Australia and the United States through the vidaXL web shops.

By using their experience and technology in the field of online marketing, combined with a well-arranged, accessible website and a well-reachable customer service, vidaXL will increase the revenue as well as customer satisfaction for the affiliated retailers, thanks to the bigger assortment

The best deal: a good product for a very competitive price

“If you are looking for the best deal and a surprising product range, come to vidaXL: the one-stop-shop for any product for in and around the house you can think of. “With our own vidaXL brand, we offer our customers the widest range of products that are hard to find, or much more expensive at other providers”, says Gerjan den Hartog, CEO and co-founder of vidaXL. “In this way, we have a very wide range of our own branded products, for which we control the full chain – from product development to shipping to the customer -, which allows us to keep the costs as low as possible. In this way, we are able to offer a truly competitive alternative, and that’s what makes vidaXL unique. Our platform is a true marketplace, in which you can discover virtually everything. We want to offer customers a special shopping experience. What could be better than feeling the thrill of scoring a great deal: a great product, for a great price?”

vidaXL’s corporate culture, which focusses on exceeding the customers’ expectations, also makes them stand out. Den Hartog: “Customers can always expect more from us. Through our experience as an international retailer, we know what moves our customers, and with our low prices we can really surprise them. Over the past decade, this has enabled us to successfully market our concept, and expand to 29 countries. The enormous growth we have experienced is proof that this formula is successful. In the past years, we have experienced a yearly growth of over 50%, and opened 21 web shops in different countries. By opening our marketplace we will enable online retailers to join in our growth. In addition, we have the utmost faith in our products, and want to offer them to as many people as possible, by expanding the range to over a billion products eventually.”

Distribution without borders

As part of their ambitious growth, vidaXL will give the go-ahead for construction of a completely new, international distribution centre in Venlo. Here, over 60.000 orders daily will be processed and shipped to all European countries. Ground breaking for the distribution centre is expected to occur in March, and the warehouse is expected to be operational at the end of the year.

About vidaXL

vidaXL is an international online retailer, who offers the best deal to a billion consumers worldwide. By employing cost-effective design and production techniques, without compromising on quality, the company makes its own vidaXL products accessible and affordable for as many people as possible. vidaXL opened its first web shops in 2008, and the company has since then grown into one of Europe's biggest online retailers. The company is active in 27 European countries, as well as Australia and the United States. In 2016, the company realised a revenue of over 175 million euros, a growth of over 50 percent in comparison to the previous year.

- END OF PRESS RELEASE -

Note for the editor (not to be published):

For more information, please contact Jory Willems at vidaXL, telephone: 0031630408175; email: jory.willems@vidaxl.com

OVER VIDAXL

Over vidaXL:

vidaXL is een internationale online retailer die wereldwijd een miljard consumenten de beste deal biedt. Door gebruik te maken van kosteneffectieve ontwerp- en productietechnieken en zonder concessies te doen aan kwaliteit maakt het bedrijf haar eigen vidaXL-producten toegankelijk en betaalbaar voor zo veel mogelijk mensen. vidaXL opende haar eerste webshops in 2008 en is sindsdien uitgegroeid tot één van de grootste online retailers in Europa. Het bedrijf is actief in 27 landen in Europa, Australië en de Verenigde Staten. In 2016 realiseerde het bedrijf een omzet van ruim 175 miljoen euro, een groei van ruim 50 procent in vergelijking met het voorgaande jaar.



vidaXLnewsroom

