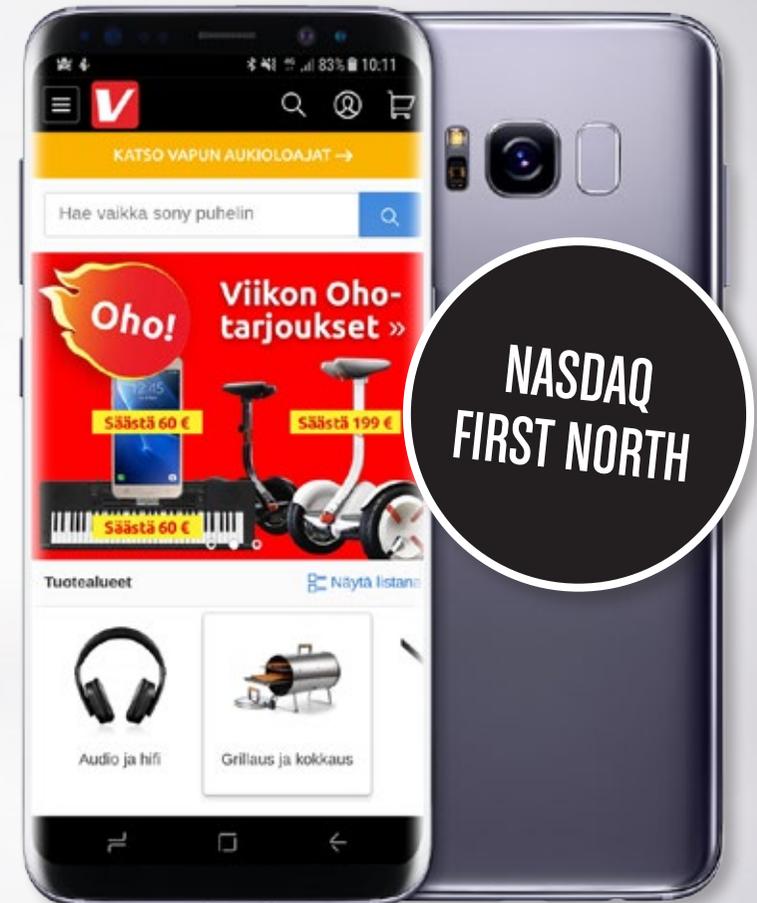


Verkkokauppa.com Oyj Q1/2017,
28.4.2017, Samuli Seppälä, CEO

TODAY'S STOREFRONT

RETAIL IS GOING ONLINE. COME ALONG.

Verkkokauppa
PROBABLY ALWAYS CHEAPER **.com**



Verkkokauppa.com Q1/2017



Verkkokauppa.com
TODENKANNETTAVI AMMILLE

TILAUSTA NOUTAMASSA?

1. SYÖTÄ TILAUSNUMEROSI LAITTEESEEN
Tilausesi tuotteet kerätään varastokerroksista noutokassalle näppäilyäsi tilausnumerosi edessä olevaan tilauspäättöeseen.

2. TILAUKSESI KERÄTÄÄN VARASTOKERROKSI
Saat uuden viestin välittömästi, kun tilauksesi on saap varastosta. Sinun ei tarvitse noutaa tilaustasi heti vie saatuasi. Tilaus on noudettavissa saman päivän aika myymälän aukiolojen puitteissa.

3. NOUDA VALMIS TILAUKSESI NOUTOKASSA
Saat uuden viestin välittömästi, kun tilauksesi keräyksen valmistumisesta, noutokassalle jossa myyjä löytää tilauksesi tilausnume tai viestiä näyttämällä.

ONGELMATILANTEISSA
Käännä 2. kerroksen noutotilaukspisteeseen henkilökunnan puoleen vuoronumerolla.

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Verkkokauppa.com Q1/2017

Strong 20% revenue growth (€100.1m), EBITDA* +27% (€3.4m)

Growth boosted by updated strategy

Q1 dividend €0.041 (previous Q €0.040)

*) Comparable EBITDA

Verkkokauppa.com
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Verkkokauppa.com Q1/2017 Income Statement

	Q1/2017	Q1/2016	Ch%
Revenue, € million	100.1	83.5	+20%
Gross profit	14.7	13.1	+12%
Gross margin	14.7%	15.6%	
Personnel expenses*	-6.1	-6.0	+1%
Other opex	-5.2	-4.4	+19%
EBITDA*	3.4	2.7	+27%
EBITDA margin*	3.4%	3.2%	
Depreciation and amortiz.	-0.3	-0.3	-2%
EBIT*	3.1	2.4	+30%
Net profit*	2.5	1.9	+31%

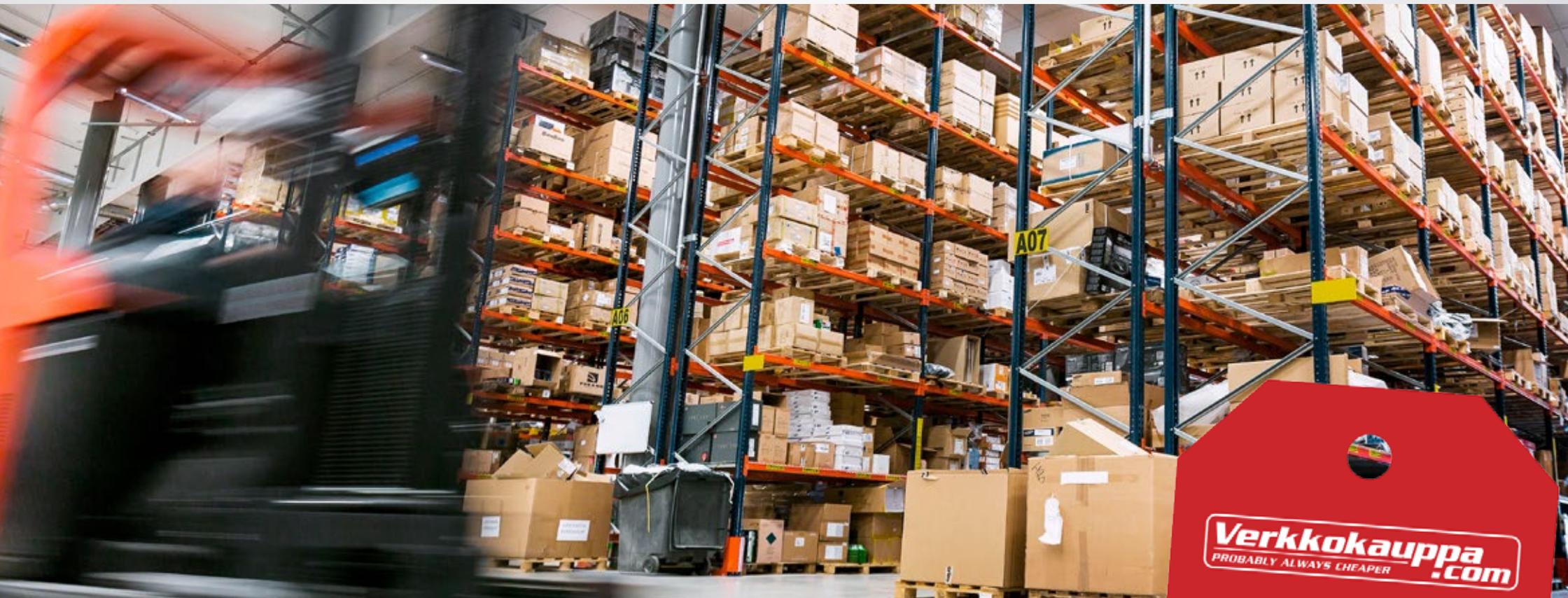
*) Comparable

“While competition remained tough throughout the first quarter, Verkkokauppa.com achieved strong 20% revenue growth by focusing on top-line growth during the period, boosted by our updated strategy for 2017”



Verkkokauppa.com Q1/2017 Balance Sheet

- Inventory 43.4 (39.3) million euros on 31.3.17, change +10%.
- Cash flow from operat. activities 1-3/2017 was -9.4 (-4.2) million euros.
- Capex 1-3/2017 were -0.2 (-0.2) million euros .
- Equity ratio 43.9% (44.3%)
- Cash 30.6 (20.8) million euros, change +47%. No interest bearing debt.
- 15 million euro revolving credit facility - not being 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

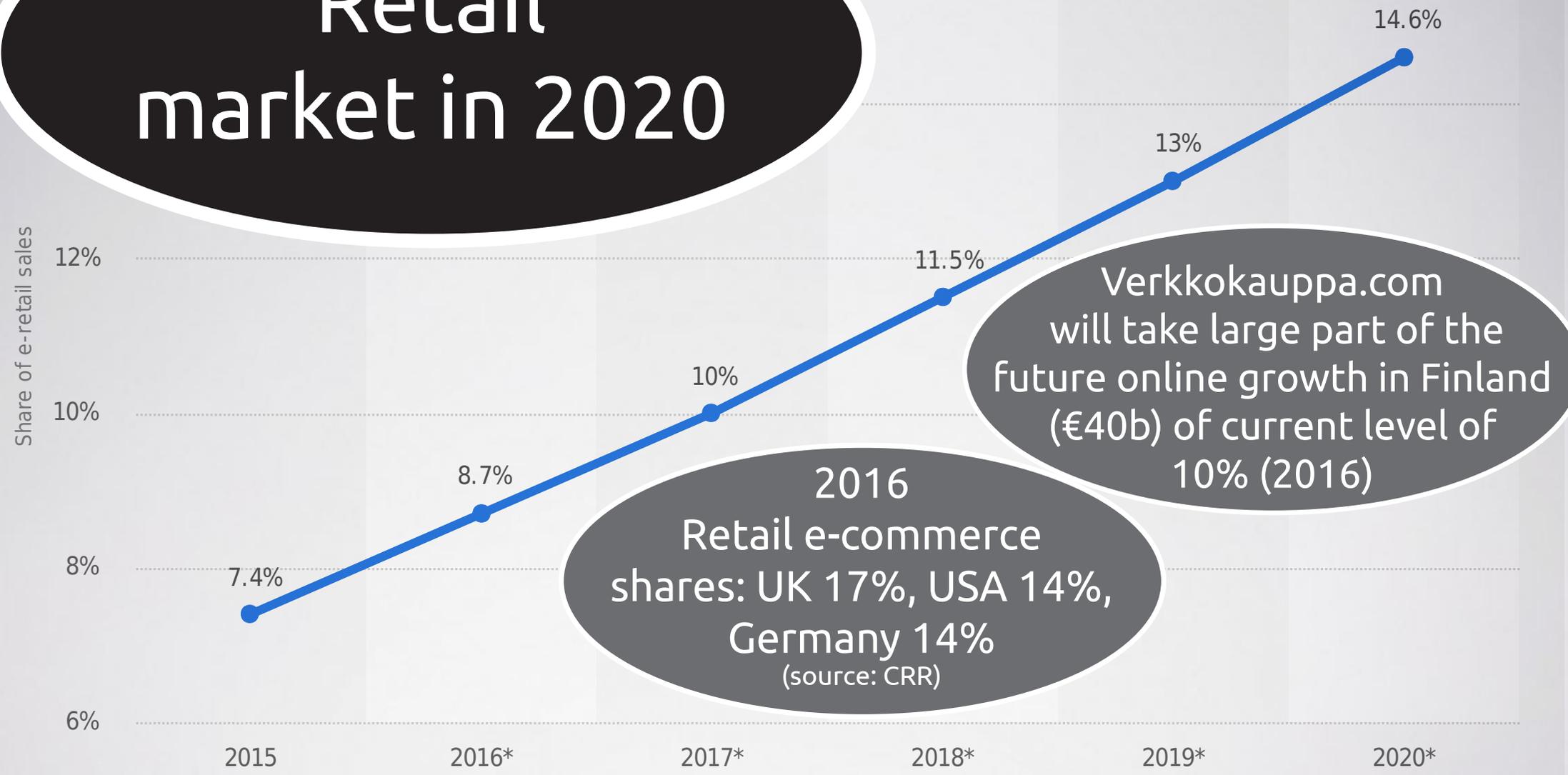
Efficient
Vantaa
warehouse fully
operational

Cheaper prices
enabled by lowest
fixed costs

Relocation/
expansion of
two stores

Global online share forecast 2015-2020*

Retail market in 2020



Source:
eMarketer
© Statista 2016

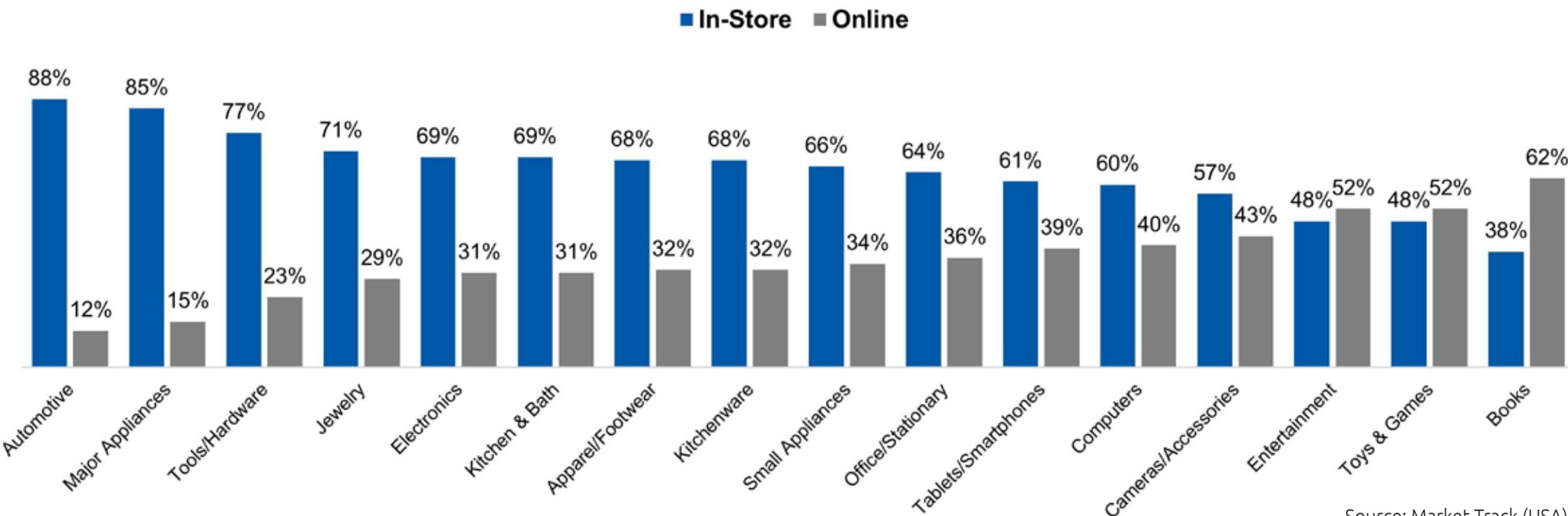
Additional Information:
Worldwide; eMarketer; 2015 to 2016

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

Shopper preferences online or in-store

1%
of retail sales
move online every year in
Finland, from the current
10% or €4b

Shopper preferences on buying specific categories online or in-store



Source: Market Track (USA)

Stores

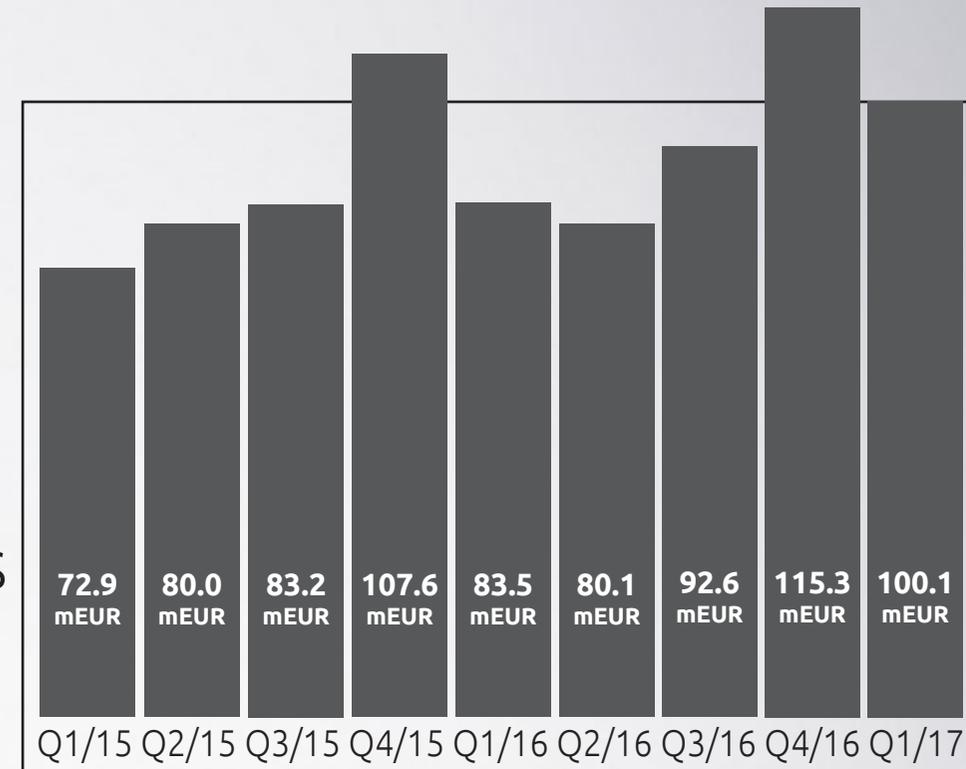
The expansion work at the Oulu store and relocation of Pirkkala store continues. Work also continues on the plans to open one or two more new stores. Both Oulu and Pirkkala stores will be fully operational by the end of the summer in their new formats.

High
volume
megastores



Verkkokauppa.com Q1/2017 sales drivers

- Retail continues going online
- Updated aggressive strategy
- Verkkokauppa.com's trusted concept
- Market share gains in most categories
- CE-market development +9%
- Easy and convenient experience



Additional future growth drivers:

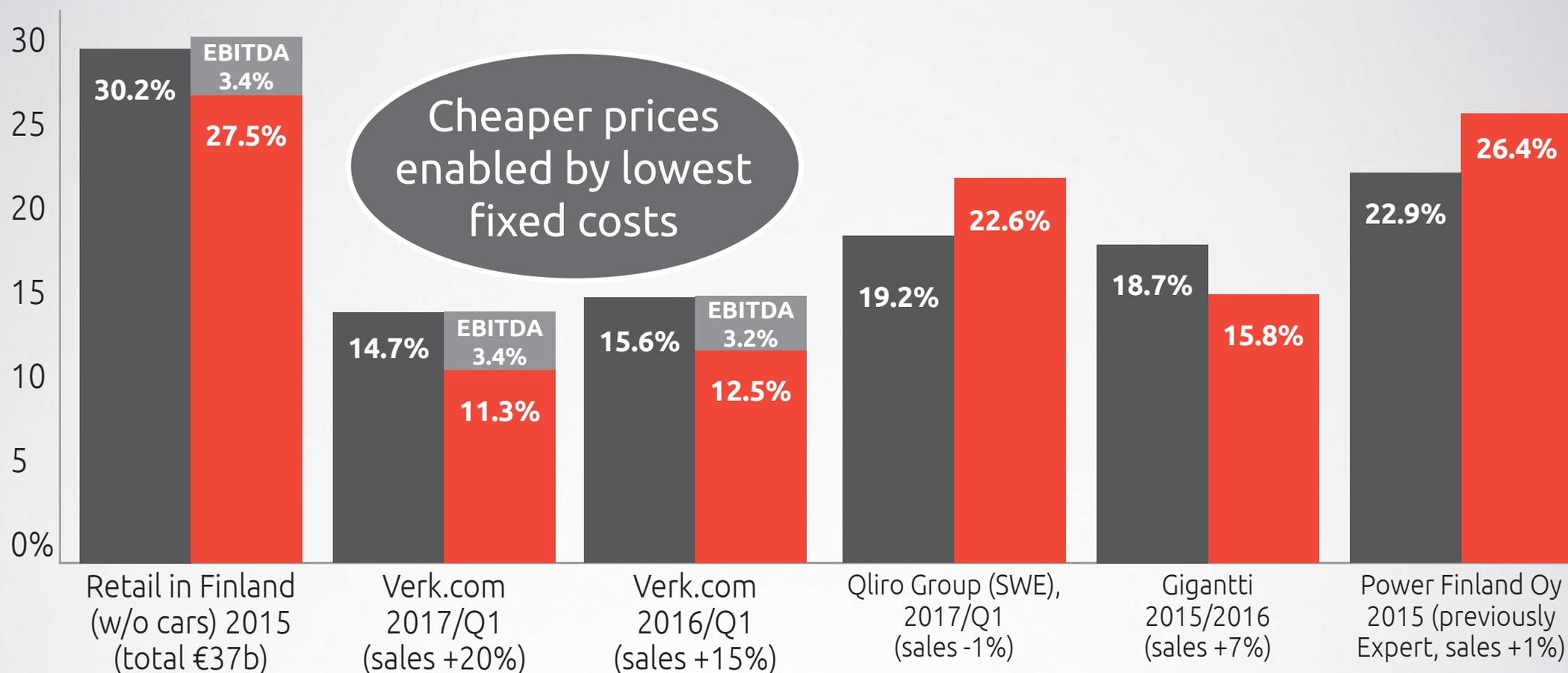
- Increasing market shares in existing categories
- Launching new main product categories
- One or two completely new stores planned
- B2B updated business strategy
- Wholesale trade business development
- Price competition eventually eases
- Struggling pure brick and mortar business

*) 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.

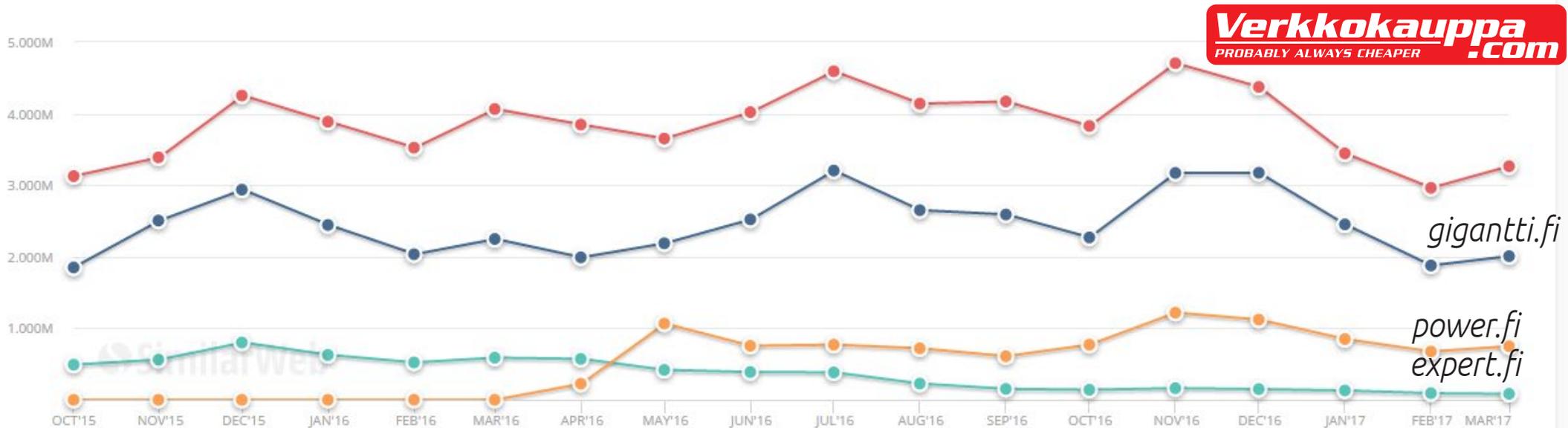


Web visits last 18 months

Domain	Monthly Visits	Avg. Visit Duration	Pages/Visit	Bounce Rate
gigantti.fi	2.450M	00:04:32	4.60	33.31%
expert.fi	360,517	00:03:21	3.80	37.81%
power.fi	529,395	00:04:07	4.25	36.90%
verkkokauppa.com	3.846M	00:05:37	7.33	27.29%

Visits over time Last 18 Months | All Traffic

44.1M gigantti.fi
 6.5M expert.fi
 9.5M power.fi
 69.2M verkkokauppa.com



"Company sees C2C marketplace as a new way to increase web visits"

Get more
inches and
pixels with
Auraha.



Auraha gives you more
choices and extra time to pay.

Verkkokauppa
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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 Mar 2017

	Shares	%
1 Seppälä Sipi Samuli	22 487 496	49.9
2 Keskinäinen Eläkevakuutusyhtiö Ilmarinen	2 419 451	5.369
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 Fondita Nordic Micro Cap Placeringsf	1 065 000	2.363
7 Op-Delta -Sijoitusrahasto	999 378	2.218
8 Evli Suomi Pienyhtiöt	795 801	1.766
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	0.952

Administrative registered:

1 Nordea Bank Ab (Publ), Suomen Sivuliike	3 144 350	6.977
2 Skandinaviska Enskilda Banken Ab (Publ)	1 625 015	3.606

Source: <https://www.verkkokauppa.com/en/investors/shareholders>

Verkkokauppa.com Oyj

VERK:HEX

Consumer Services > General Retailers

PRICE (EUR) 7.77
TODAY'S CHANGE ↑ 0.07 / 0.91%
SHARES TRADED 18.28k
1 YEAR CHANGE ↑ 3.88%
BETA --

Data delayed at least 15 minutes, as of Apr 26 2017 16:29 BST.

Share development last 12 months (26 Apr 2017)

Summary

Charts

Profile

Directors & dealings

Financials

Forecasts

Historical prices

1D

1W

10D

1M

3M

6M

9M

YTD

1Y

3Y

5Y

10Y

MAX

27 Apr, 2016



to

26 Apr, 2017



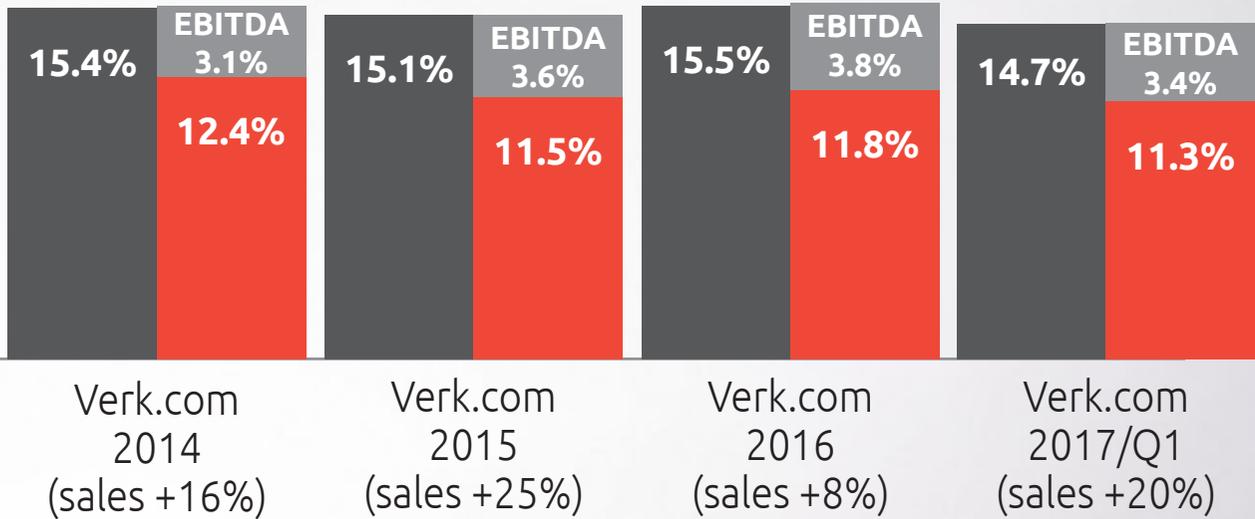
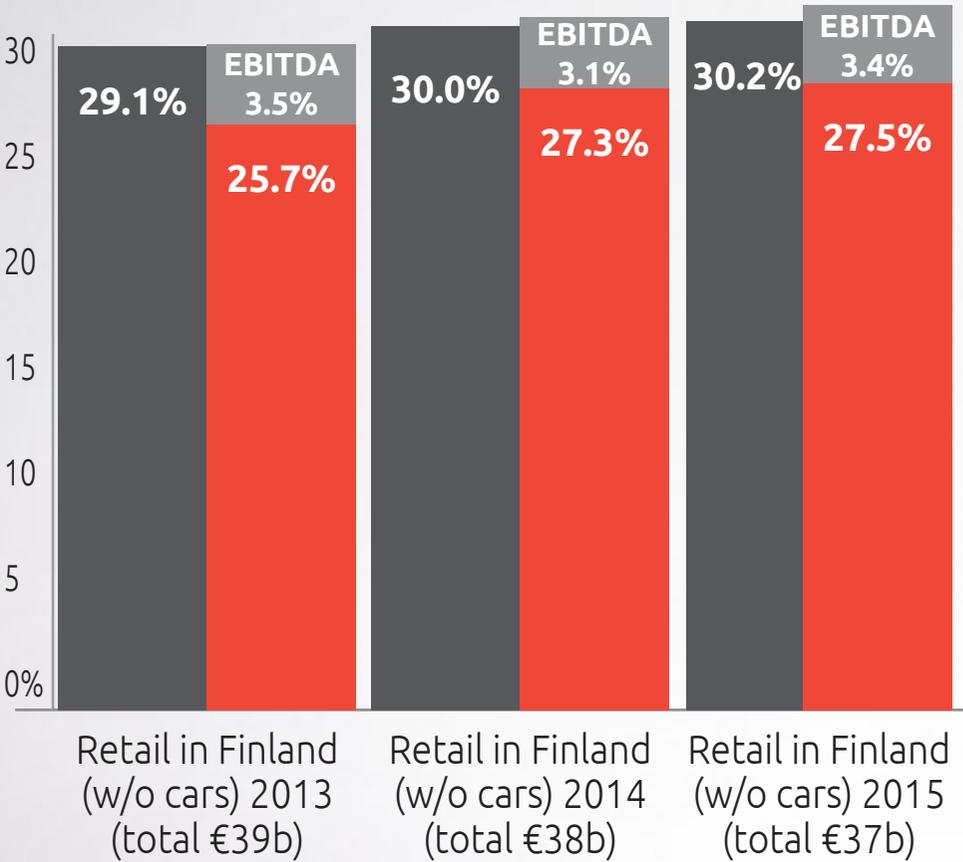
THOMSON REUTERS

© Thomson Reuters Click for restrictions

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:

- Q2/2017, Friday 14 July 2017
- Q3/2017, Friday 20 October 2017

Quick links:

- Investors site - now fully bilingual - www.verkinvest.com
- Company Releases mailing list - www.joinverk.com
- Company Investor Webcasts - www.verklive.com

Contacts:

- Samuli Seppälä, CEO, samuli.seppala@verkkokauppa.com
- Jussi Tallgren, CFO, jussi.tallgren@verkkokauppa.com
- investors@verkkokauppa.com





Philips Hue White Starter -pakkaus E27

★★★★★ 4.7 83 %
78,90

- Sopii älypuhelimille ja tableteille
- Toimii myös valokatkaisijasta
- Himmennettävä
- Apple HomeKit -yhteensopiva



Philips SceneSwitch 8 W LED-älylamppu

★★★★★ 4.8 100 %
9,90

- Yksi lamppu kolme valoa-asetusta
- Sopii älypuhelimille ja tableteille
- Toimii myös valokatkaisijasta
- Apple HomeKit -yhteensopiva
- Luo mieleisesi valaistus



Philips Hue White -LED-älylamppu, E27-kanta

★★★★★ 5.0 100 %
22,90

- Sopii älypuhelimille ja tableteille
- Toimii myös valokatkaisijasta
- Apple HomeKit -yhteensopiva
- Luo mieleisesi valaistus



Philips Hue Bridge -valoverkkoreititin

★★★★★ 3.5 50 %
58,90

- Laajenna Philips Hue -lisävarusteilla
- Enintään 50 lamppua per silta
- Apple HomeKit -yhteensopiva

New category highlight - lights and lighting fixtures!



Philips Hue White and color ambiance E27 LED-älylamppu

★★★★★ 4.7 67 %
71,90

- Apple HomeKit -yhteensopiva
- Sisusta valolla
- Toimii myös valokatkaisijasta
- Valot musiikin ja elokuvien tahtiin



Philips Hue Dimmer Switch -himmenninkytkin

★★★★★ 4.8 100 %
28,90

- Philips Hue -valojen himmentäminen
- Sijoita mihin tahansa
- Käyttö kauko-ohjaimena
- Ei johtoja – paristokäyttöinen



Philips HF3510/01 Wake Up Light

★★★★★ 4.2 90 %
68,90

- LED-valo
- Näytön kirkkauden säätö: 4 asetusta
- Kirkkausasetukset: 20
- Tehokas valo: 300 luksia



Philips Hue Motion Sensor -liikkeentunnistin

★★★★★ 4.2 80 %
39,90

- Ohjaa valoja liikkeellä
- Auttaa pienentämään sähkölaskua
- Toimii paristoilla

THANK YOU!



wilfa

★★★★★

Wilfa Juicemaster SJ-150A
tuorehuprssi
Verk.com/19590

99,90 €

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★★★★★

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★★★★★

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99,90 €

Säästä 20 €
Tänään Officesta
osttaessasi uuden PC:n,
Macin, iPadin, Windows-
tai Android-tabletin!

Office 365

74,90 €
Säästä 20 € Officesta

49,90 €
Säästä 20 € Officesta

Internet Security

1,90

Attach +

Kun ostat tietokoneen, sovitkaa Attach + -tuotteita!

1,90

1,90

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ASUS

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