

Press Release

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BİM Shows Steady Growth

BİM AIMS 20% GROWTH in 2015

Leader of retail sector BİM performed 22% growth recording 14,5 billion TL turnover in 2014. Increasing the sales of private label products by 24%, BİM provided the consumers high quality products at moderate prices and increased the shelf prices lower than the processed food inflation. .

March 4, 2015 İstanbul. Leader of the Turkey retail sector and the rising star of the world retail sector BİM released the 2014 fiscal year results. Executive Committee Members Galip Aykaç and Haluk Dortluoğlu rendered last year's performance in the press conference held in Shangri-La Hotel/Beşiktaş.

Increasing its turnover by 22,1% compared to the previous year and recording TL 14,5 BN, BİM has reinforced its leadership in the sector in 2014 . As a contribution to fight against inflation and support to consumers, BİM did not reflect the purchase price to the sale price; as a result net profit of BİM accrued 395,3TL fell behind 2013 due to low profit margin. BİM reached more than 4.500 stores and 27.637 employees by opening 502 new stores in 2014.

Intense Sales in Private Labels

Private labels, which have great role increasing the customer satisfaction and loyalty, constitute a large portion of BİM's turnover. Private Label products sale reached TL 9,8 ML increasing by 24% while it was TL 7,8 ML in 2013. More and more SMEs provide increased production and employment as BİM, already working with 150 suppliers systematically, increases its private label sales.

Contribution to Struggle Against Inflation

BİM stores, where 3,3 ML consumers shop every day and 70% of the Turkish families shop at least once a year, has made a great contribution to the fight against inflation last year. Regarding the inflation, BİM Executive Committee Member Galip Aykaç stated:

"Last year, 12-month-inflation for processed food was 13,2%. In BİM stores, this percentage remained at 11,8%. BİM had its fair share of contribution in inflation rate remaining at this level. We did not increase the sale prices in parallel with the product purchase prices level. Thanks to market's cooperation with us, inflation rate remained where it is. .

"Aim To Grow In Double Digits Every Year "

BİM opened 3 new regional head offices and 502 stores making TL 412 ML investment last year. Employment figures of BİM reached 27.627 with addition of 3.839 new employees. Foreign operations continued to grow instantly. Opening 59 new stores in Morocco in 2014, BİM increased the number of the stores to 223 in the country. In Egypt, we reached 81 stores in total as of 2014 year-end. BİM aims to contribute to local economies of these countries by getting the local suppliers to produce the private labels.

BİM Executive Committee Member Haluk Dortluoğlu remarked on the 2015 objectives:

"BİM continues its investments and sustainable growth. We will keep on providing the consumers with the low price and high quality products by applying our particular business model attentively. We aim 20% growth as of 2015 year-end. We project to open 500 new stores and create almost 4.000 employments this year in Turkey. Besides, our foreign investments grow rapidly. We plan to exceed 300 stores by opening 81 new ones in Morocco in 2015 so that Moroccan operation becomes more profitable. Similarly, we will reach 135 stores by opening 54 new ones in Egypt. In addition to all, our preparations to introduce a new retail store branded FILE to continue."

BİM, the Only Turkish Company in Top 250 in the World

According to the "Global Powers of Retailing 2015" report of worldwide famous consultancy company Deloitte, BİM moved to 151st rank climbing 16 steps this year. BİM, recording an average of 22,8% growth between 2008-2013, took its place on the 17th rank among the 50 fastest growing retailers.