

Press Release

Info: Tribeca Communication Consultancy
Rüya Ardihan
ruyaa@tribeca.com.tr

BİM shows 21% growth in sales and 48% growth in profitability

BİM MEANS PRICE STABILITY, SUSTAINABLE GROWTH, AND EMPLOYMENT

Leading retailer, BİM performed 21% growth recording 17,4 billion TL turnover in 2015. Providing 2.595 new employments, BİM's employees exceeded 30.000 and number of stores reached almost 5.000.

March 9, 2016 İstanbul. Leader of the Turkey retail sector BİM Birleşik Mağazalar A.Ş. released its 2015 financial results in the traditional press conference held in every March. In the conference, where Executive Committee Members Galip Aykaç and Haluk Dortluoğlu attended, operational and financial performance of the company has been addressed besides the 2016 targets.

Performing its 20% growth aim released at the beginning of the last year, BİM increased its turnover to 17,4 billion TL. The most outstanding progress was recorded in the profitability.

BİM did not reflect the increase in the purchase price to its customers in 2014 and by means of the new precautions to boost the pre-sale productivity; BİM recorded 48% increase in profitability in 2015 compared to previous year.

“BİM stands for the stability and trust in the retail sector and Turkey economy”

Giving the opening speech of the conference, BİM Executive Committee Member Galip Aykaç stated the follows:

“BİM is a trust and stability factor in Turkey's economy and the sector with its strong employment increase, high consumer trust, powerful and sustainable growth. As well as our performance, the awards we won last year show that our status has been realized by the other sectors and the public. BİM has come in the first rank in the Consumer Confidence Index for the last 3 years. We have the honor of 3rd company employing the maximum personnel. Moreover, we gained the 1st rank among the companies paying the highest premium to Social Insurance Institution in the sector and 3rd rank in Turkey. We are the rising star of the global retail sector. We came in the 153rd rank in Deloitte's “2016 Global Powers of the Retail Sector Report”. Additionally, we are the 21st retailer among the fastest growing global retailers. We will keep on serving and contributing value to the consumers and economy. “

2015 Figurative Performance of BİM

BİM provided 2.595 new employments in 2015 and opened 470 new stores all around Turkey, so that its number of stores reached 4.972 and employee number exceeded the 30.000 as of yearend. Playing an important role in the growth of BİM and increasing customer satisfaction, Private Label products sales increased 21,5% compared to the last year and reached 12,2 billion TL. BİM kept and reinforced its leadership in the sector via its strong performance.

FILE Stores are successful

BİM's new retail concept FILE, aiming to meet the food, self-care and general cleaning needs of the consumers in the best quality with the fresh and healthy products sold in the everyday-low-price and produced in the high standards, recorded a very prosperous year in 2015. FILE reached 9 stores last year.

Growth continues in Morocco and Egypt

Discount retail model launched by BİM in Morocco and Egypt has continued to gain the interest of the customers. BİM closed the year with 279 stores in Morocco, 140 stores in Egypt in 2015.

BİM Difference in the fight against inflation: Basic food prices remained unchanged for the last two years.

BİM Executive Committee Member Haluk Dortluoğlu took the stage and gave information about the basic food prices remained unchanged for the last two years before making statements regarding the 2016 targets.

Dortluoğlu stated that this table is the most obvious evidence of the responsibility they feel in the customer loyalty issue and fight against inflation. He continued as follows:

“The main reason lying behind the BİM's growth is the unique relationship it builds with the customers relying on the mutual confidence. We grow as the favor of the customers grows. The most basic power of our growth is their steady confidence on us. 2016 Growth aim is two digits this year as well. We expect 20% growth. We aim to reinforce our infrastructure by making 700 million TL investments and opening as many stores as last year at least and providing new employment for 3.500 people. Besides, our growth plans will proceed as it was both in the country and abroad.”