

Press release

Amsterdam - January 3, 2018

Flinders achieves a turnover of € 15 million and is committed to further growth

Flinders achieved a turnover of more than € 15 million in 2017. This results in a growth of 39% compared to last year. Flinders has been expanding tremendously for a couple of years now. The coming year the company will once again focus on television advertising to draw more attention to the Flinders brand. In addition, part of the growth will come from abroad and Flinders will be expanding the range of their products. Flinders expects a turnover of € 20 million for the year 2018.

"The coming year we are going to expand the range of our products", says Geert-Jan Smits, CEO of Flinders. "We will add new categories in the field of paint, window decoration and flooring. This way we will get closer to our goal to be able to take on the complete interior design of homes and offices. Further we want to unburden the customer by offering extra services such as wallpapering, painting and the assembly of lighting and window decoration." To achieve these ambitions Flinders has entered into a partnership with *Uw Rechterhand BV*.

Part of the turnover will come from abroad. Both Belgium and Germany are countries where Flinders expects an above average growth. Currently more than 20% of the revenue comes from abroad. Therefore in 2018 German customer service will also be available on weekends.

Flinders will invest in the expansion of the warehouse to enable the expected growth. The existing square footage will be enlarged by 25%. Also the workforce will be expanded. Oscar Diele, COO of Flinders: "Flinders focuses on permanent contracts and invests in the commitment and excitement of its employees. There will be extra support for the marketing, logistics, finance, supply and ICT department. "

About Flinders

Flinders is an interior store where private consumers and businesses can find more than 25,000 design products. It is Flinders mission to make design accessible to everyone. The company has a web shop, a Flagship store in Zaandam and two cafés in Groningen and Hilversum. In 2017 Flinders was nominated for the FD Gazellen Awards as the fastest growing company in the Netherlands by the *Financieele Dagblad*. Currently 84 employees work at Flinders.

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