

# STENDERS

**Gardener&Feelings**

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## ***STENDERS Continues its Course of Success in the World***

**Upon closing the fiscal year and summarising the work results, the Latvian producer of cosmetics STENDERS can boast of sound activity and growth, both in the local market and export regions. Comparing with the results of 2011, the turnover has increased by 24 % in 2012, accounting for EUR 6.5 million.**

The growth is observed in the most important STENDERS markets – China, Russia and Latvia. During 2012 STENDERS has opened 34 new shops, and thus the total number has increased to 222 shops in 22 countries of the world. The growth has also fostered the increase of the total retail turnover by 20 % what accounted for EUR 23 million for all STENDERS shops worldwide in 2012. Serious partners for starting STENDERS activity in Norway and Switzerland were attracted last year.

In 2012, the company has used the attracted investments for the development of new products. In 2012, 15 new products reached the shop shelves, both as additions to the existing product lines, as well as new, innovative lines, from which Amber line containing crushed Baltic amber can be mentioned as the most successful. Positive changes are also being made in the new online commercial site [www.stenders-cosmetics.lv](http://www.stenders-cosmetics.lv) which is being successfully adapted at the partner regions as well. Thus a fast increase of the number of online buyers can be observed.

For the purpose of attracting new Franchise and SPA channel partners to the CIS and Asia region, STENDERS participated in the biggest Franchise exhibitions in the above named regions: BUYBRAND EXPO and InterCHARM in Moscow, where it was awarded the Gold Medal in the competition of 2,500 brands, as well as had successful achievements at Franchising & Licensing Asia held in Singapore. Overall more than 220 partners interested in SPA have been attracted in Russia and CIS countries, as well as more than 40 potential Franchise partners in Russia and Southeast Asia.

STENDERS CEO Janis Berzins: *“In 2013, we are planning to continue investing in the development of new products; we are going to invest in the expansion and modernisation of production premises, too. Taking into consideration this year’s successful results we are also planning to allocate resources for participation at international exhibitions in order to attract new partners.”*

Development of new shop in shop sales channels in the existing and new territories can also be added to the great plans for 2013. As regards sales, the main focus will be made to the development of Asia, in particular Southeast Asia region, as well as to the optimization and strengthening of operation in the existing markets. It is planned to reach EUR 8 million turnover in 2013.

STENDERS is one of the biggest cosmetics producers in Northern Europe. It is a team of creative and competent people captivated by the idea of cosmetics filled with feelings. STENDERS feelings

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are captured in more than 320 products and live in more than 220 shops in 22 countries of the world – in Latvia, Estonia, Lithuania, Sweden, Finland, Norway, Austria, Germany, Russia, Belorussia, Georgia, Kazakhstan, Kyrgyzstan, Armenia, Ukraine, Croatia, Slovenia, Hungary, Poland, Japan, China and Saudi Arabia.

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