## JYSK STRATEGY

To win we need to make it easy and convenient for our customers to choose JYSK, no matter where or how they want to shop. We need to be close to our customers, and understand them and their needs. That is why our strategy is called: Seamless and Closer to the Customer.

# JYSK HOUSE

R-

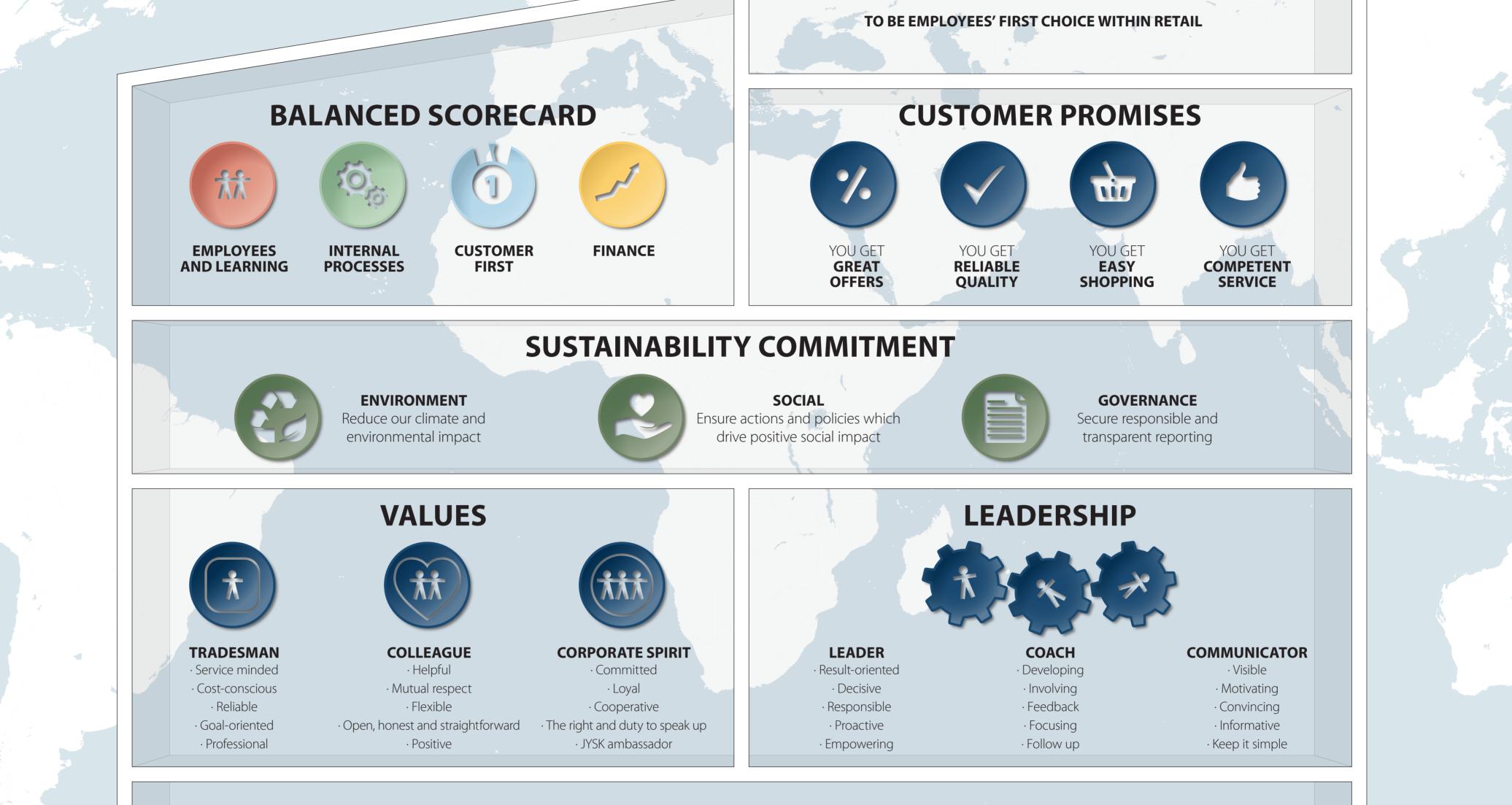
SEAMLESS AND CLOSER TO THE CUSTOMER

#CUSTOMERFIRST #GROWJYSK #EXCEEDEXPECTATIONS

### VISION

TO BE THE WORLD'S MOST WIDESPREAD AND PROFITABLE CHAIN OF STORES

TO BE CUSTOMERS' FIRST CHOICE



MISSION

#### A GREAT SCANDINAVIAN OFFER FOR EVERYONE WITHIN SLEEPING AND LIVING

### JYSK LOGISTICS BSC

