



## **JYSK CORE STORY**

## **WHAT IS JYSK CORE STORY?**

JYSK Core Story captures the essence of our company.

It does not describe in detail our strategy, which develops over time. Based on our JYSK Values, it lays out the groundwork for how we generally present JYSK as a company – both internally and externally.

In this presentation, you will find 12 texts that work both individually and as a whole.



# CONTENTS

4	5	7	9	11	13	15
CLOSER TO THE CUSTOMER	WHAT DOES JYSK MEAN?	A GREAT OFFER	EXPANSION	VALUES	SPONSORSHIPS AND DONATIONS	FACTUAL DESCRIPTION
6	8	10	12	14		
SCANDINAVIAN ROOTS	GREAT TRADESMANSHIP	EMPLOYEES	RESPONSIBILITY	LARS LARSEN		



CLOSER TO THE  
CUSTOMER

## CLOSER TO THE CUSTOMER

JYSK delivers a great Scandinavian offer for everyone within sleeping and living. We make it easy to furnish every home and every room – even the outdoor places.

With thousands of stores across the world, there is always a JYSK store nearby. This makes it quick to explore our assortment, and easy to bring products home. Online, we have room for even more products.

Regardless of where and how we deliver our great Scandinavian offer, we are working every day to get a little closer to the customer. Only in this way can we remain a great Scandinavian offer for everyone within sleeping and living.



## WHAT DOES JYSK MEAN?

The name JYSK is important to us as a company, as it says a lot about who we are and how we act as a company.

The Danish word *jysk* was also important to our founder, Lars Larsen, when he opened his first stores with the name Jysk Sengetøjslager. (It was later shortened to JYSK, which is our name today.)

The word means someone or something originating from the Danish peninsula called Jutland. Being from Jutland, you are *jysk*, and people from Jutland are generally considered to be hard working, down to earth and reliable.

For this reason, the JYSK spirit is a central part of the way we do business. We always strive to ensure that we serve our customers in the best possible way, and that our customers can trust us as a company.

In this way, the word *jysk* and behaving in the JYSK way has become something everyone in our company shares. Even though the origin of the word is Danish, all JYSK employees share the values it represents, no matter where in the world they work.



## SCANDINAVIAN ROOTS

We are proud of our Scandinavian origin, which goes back to 1979 when Lars Larsen opened his first store in Aarhus, Denmark's second-largest city.

Since then, JYSK has grown far beyond Scandinavia and has become an international company with thousands of stores across the world.

Our Scandinavian roots make up the foundation of how we do business. We are a value-driven company based on Scandinavian values such as honesty and respect – both towards customers and colleagues.

Our Scandinavian roots are therefore not only about where our company was founded. They also define the values that guide us in how we lead the company.



## A GREAT OFFER

Our company was founded on the idea of a great offer for customers.

Since the very first TV ad with our founder, Lars Larsen, JYSK has been connected with delivering both great offers and great value for money.

As an international company, we have the ability to buy large quantities to ensure competitive prices for everyone. To stay relevant, we are constantly developing our assortment, so we can offer customers a wide selection of products for every room in the home and for the outdoor places.

This is how we ensure that JYSK always has a great Scandinavian offer for everyone.



GREAT  
TRADEMANSHIP

## GREAT TRADESMANSHIP

Tradesmanship is the foundation of our company. Without a healthy business, we do not have the possibility to invest in expansion and development of JYSK.

To us, tradesmanship is more than just selling a product for more than we have paid. It is just as important to us that our customers get the right product for their needs and that they get great value for money.

We ensure this with a great Scandinavian offer for everyone and great customer service on top. That is how we ensure that our customers will visit us again and again.



## EXPANSION

Expansion has been a driving force in JYSK since the first store opened in 1979.

To grow and open more stores was our founder Lars Larsen's goal from the beginning, and the urge to create and expand is a central part of the culture in JYSK.

This is also the reason we are able, year after year, to open more than 100 new stores around the world.

Our continuous expansion creates local jobs and gets JYSK closer to the customer. Expansion also ensures that we can buy even bigger volumes to secure a great offer for our customers everywhere.



## EMPLOYEES

We believe our employees are key to our success. That is why we strive to offer development and possibilities of growing and finding new challenges within JYSK. When our employees grow, JYSK also grows.

Our ambition is to be employees' first choice within retail wherever JYSK is present. This means that JYSK must always be an attractive place to work, and that our employees enjoy the time they spend at work.

We also take pride in rewarding engagement and a great effort among our employees. With the right attitude, opportunities abound in JYSK.



## VALUES

JYSK is a value-driven company with strong Scandinavian roots.

Our JYSK Values and JYSK Leadership make up the framework for how we behave towards each other in JYSK as well as with external partners.

Our three fundamental JYSK Values – Tradesman, Colleague and Corporate Spirit – originate from our founder, Lars Larsen. They express the behaviour and attitude that we can expect from each other.

In addition to our core values, we expect our leaders to display our JYSK Leadership, which is defined by being: Leader, Coach and Communicator. In JYSK, we trust each other, and we believe in delegation and freedom with responsibility.



## RESPONSIBILITY

As an international company, JYSK interacts with thousands of customers, employees and suppliers on a daily basis.

The way we act has an impact on our surroundings, and this means that we as a company have a great responsibility to ensure that things are done in a responsible way.

Our responsibility comprises a number of areas, including JYSK employees as well as employees working for our suppliers throughout the world. We have to ensure that our products are made with respect for both humans, animals and nature.

Through our membership of international organisations, we ensure that impartial partners visit our suppliers and inform us if a supplier does not live up to our requirements.

We are committed to dialogue. We believe that through training and cooperation with our suppliers, we can affect both attitudes and working procedures. In this way, JYSK can contribute to a positive change.



## SPONSORSHIPS AND DONATIONS

JYSK wants to contribute to society in a positive way. Therefore, JYSK has a long tradition of working together with non-governmental organisations (NGO's) and supporting good causes.

Our main sponsorship is parasports, and JYSK has supported Danish athletes since 1989. Today JYSK supports the national parasports teams in a number of countries.

It is important for JYSK that we work with reliable partners, who can ensure that donations from JYSK are used for the right purposes. This is the reason we focus our efforts on a few, select causes to ensure that as many people as possible benefit from our support.



## LARS LARSEN

The Tradesman.

That was the official – and informal – title of Lars Larsen, who in 1979 established the company today known as JYSK.

From the very beginning, great tradesmanship and great offers were the foundation of Lars Larsen's work. Great tradesmanship is also the reason for the success and expansion of JYSK, which has become an international home retailer with an associated online business.

In Denmark, Lars Larsen was one of the country's best-known and most industrious businessmen. Not least because he starred in national TV commercials from the very beginning of JYSK, and he was known for always having a great offer.

Through the years, Lars Larsen was honoured for his efforts for the Danish business community and Denmark in general. In 2009, he was made Knight of the Order of the Dannebrog by Her Majesty The Queen Margrethe II for his efforts for the Danish business community, and in 2017, he was elevated to Knight 1st Class of the Order of the Dannebrog. In 2018, Lars Larsen received Den Berlingske Fonds Hæderspris, an honorary award, which is given to people, who have made remarkable efforts for Denmark.

In 2004, Lars Larsen published his autobiography, which offers much more about his life and his career. When the book was published, all Danish households received a copy, and the book has since been translated to a number of languages.

Lars Larsen passed away in his home in August 2019 with his closest family by his side.



## FACTUAL DESCRIPTION

JYSK is an international home furnishing retailer with Scandinavian roots that makes it easy to furnish every room in any home and garden.

With more than 3,000 stores and webshops in 50 countries, JYSK always has a great offer and competent service nearby, no matter how customers want to shop.

Founder Lars Larsen opened his first store in Denmark in 1979. Today, JYSK employs 28,500 colleagues.

JYSK is part of family-owned Lars Larsen Group.

