



ONLINE DISTRIBUTION

The Datwyler online distributor Reichelt has an attractive range of over 100'000 products for electronics, maintenance, automation, network and measurement technology, communications, ICT as well as home automation and security. More than one million business, government and private customers benefit from an industry-leading price-performance proposition with competent technical support, high availability and short delivery times. Starting from a strong position in its home market of Germany, Reichelt is continuously serving more European countries with state-of-the-art webshops in local languages. More than 10'000 parcels are handled every day in the central distribution center.



Target groups

- Business-to-Business (B2B)
- Business-to-Administration (B2A)
- Business-to-Consumer (B2C, Maker/Prosumer)
- Maintenance, repair and operations (MRO)
- Electronic Design Engineers (EDE)

Geographical markets

- Europe

Products and services

- Components/automation
- Single board computer (Raspberry Pi)
- Power supply
- Measurement equipment
- Tools and soldering
- Home and security
- Network technologies
- Computing
- TV, video and multimedia
- Communication and office



Reichelt benefits from the trend towards online shopping and has sufficient capacity for further growth with its new warehouse.

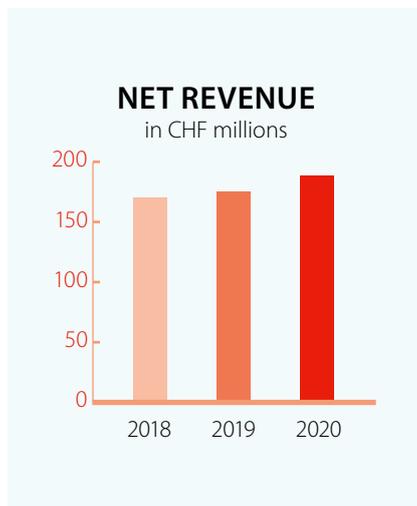
Online distributor Reichelt wins market share

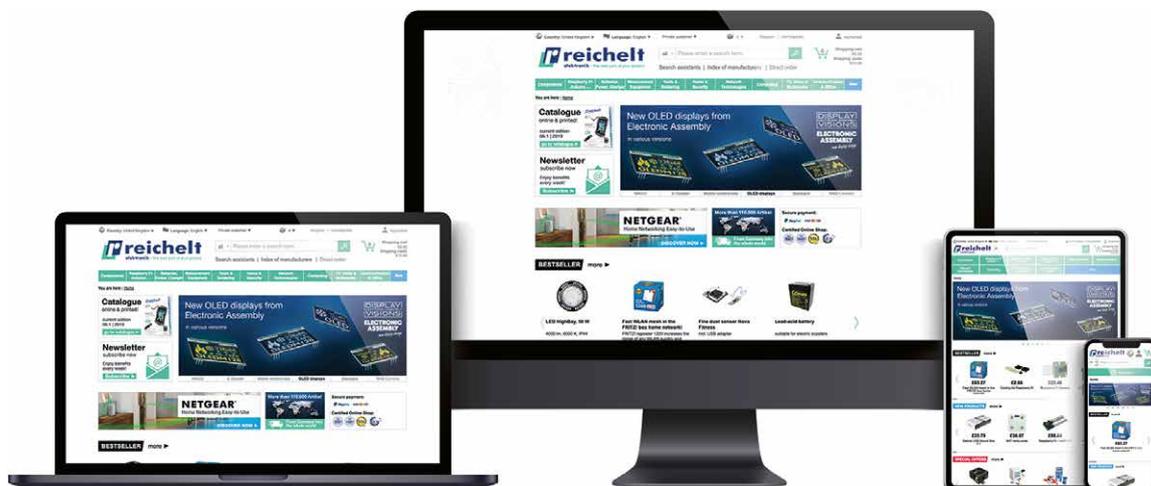
Revenue and earnings

- Reichelt was able to increase its market share in the reporting year by offering excellent value for money. The online distributor achieved currency-adjusted growth of 12.7% in a challenging market environment and increased revenue to CHF 188.8 million (previous year: CHF 174.3 million).
- The low cost base helped to increase the operating result (EBIT) by 16.2% to CHF 17.2 million (previous year: CHF 14.8 million). The EBIT margin improved to 9.1% (previous year: 8.5%).

Important developments in 2020

- Readers of the trade magazine Elektronik voted Reichelt distributor of the year for the third time in succession. Reichelt came first in four out of five categories, leaving all notable competitors trailing behind.
- Reichelt benefited from the growing popularity of online shopping, which received a further boost as a result of the pandemic. There was particularly strong demand for electronic devices and accessories for use in a home-office or home-schooling setting.





With its modern online store, Reichelt offers an attractive shopping experience with personalised offers on all devices.

- The scalability of Reichelt’s systems and software solutions meant that it was able to guarantee the availability of goods and logistical and delivery capacities at all times despite high order volumes, bottlenecks at courier services and the challenges of Brexit.
- Thanks to the further development of the online shop, customers benefit from an attractive shopping experience for all devices and personalised offers tailored to their specific needs.

Current priorities

- To further expand the product range, 50’000 additional storage spaces were put into operation in the new logistics center in the fourth quarter. With this, we aim in particular to drive the positive development of Reichelt’s business-to-business activities.
- Reichelt is taking advantage of the current momentum in the online business and intensifying its efforts to raise the brand’s

profile throughout Europe, with a special focus on Germany and Switzerland.

- In the business-to-business and business-to-administration market segments, Reichelt is focusing on product ranges related to the Internet of Things, digitalisation, 3D printing, robotics, automation and home office. In the business-to-consumer market segment, the online distributor is promoting the trends for smart homes and single-board computers such as Raspberry Pi for ambitious private customers (makers/prosumers).

Outlook

- In light of its strong market position in the domestic German market and its successful expansion strategy in several European countries, we are confident that Reichelt will also be able to achieve low single-digit growth in 2021 following the strong year under review.

KEY FIGURES OF REICHELТ

in CHF millions	2020	2019
Net revenue	188.8	174.3
Operating result (EBIT) ¹	17.2	14.8
Operating result as % of net revenue ¹	9.1%	8.5%
ROCE ¹ in %	47.1%	42.8%
Average capital employed ¹	36.5	34.6
Capital expenditures ¹	1.4	1.1
Number of full-time equivalents (at year-end)	277	254



1.4
CHF million
Capital expenditures



277
Full-time equivalents



47.1%
ROCE

¹ Datwyler Group uses certain financial performance measures that are not defined by Swiss GAAP. The definition of these alternative performance measures are published under: datwyler.com/investors/publications