

IKEA®

November 2015



An Overview of IKEA
and the Proposal for a
Jacksonville IKEA Store

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Agenda

- I. Overview of IKEA
- II. The Benefits of IKEA
- III. A Jacksonville Store
- IV. Timeline & Next Steps



Who We Are: Our Origins



- The letters in IKEA come from the name Ingvar Kamprad, our founder
- He grew up on a farm called Elmtaryd in Agunnaryd (a parish in southern Sweden)
- Started company at age 17
- IKEA has grown into a worldwide business
 - More than 370 stores in 47 countries
 - 1002 suppliers extend reach into 51 countries
 - Catalog distribution to more than 217 million people worldwide in 33 different languages

Who We Are: Our Unique Stores

■ Our Approach

- Furniture & Accessories all under one roof
- 10,000 items available on-site designed/produced by IKEA
- See product, take home, assemble & enjoy on same day

■ Furniture Showroom

- Displays and room settings reflecting all areas of home

■ Marketplace accessories

- Cookware, rugs, lamps, etc.

■ Self-serve Furniture Area

■ Swedish Food Offer

- Restaurant, Bistro, Food market

■ Supervised children's play area



Who We Are: Economic Contributor

■ Major Fiscal Contributions

- Tax revenue for state, local governments and schools
- 250 full- and part-time jobs
- More than 500 construction jobs
- Higher than average per square foot construction costs
- Regional draw brings additional dollars into local community



Who We Are: Creator of Good Jobs

■ IKEA Aims to be Employer of Choice

- 250 full- & part-time jobs
 - Up to 50 management positions
- Diverse opportunities
- Gateway to global careers
- IKEA hires from the local area
- Competitive salaries for coworkers
- Coworkers @ 20+ hrs/wk eligible for health benefits
- Bonus program, 401(k) matching, pension plan, tuition reimbursements
- Turnover rate less than industry standard



Who We Are: Top Place to Work

- IKEA was named to *Working Mother's* list of 100 Best Companies for working mothers 4 years in a row
- Named among *Training's* top 125 T&D programs 5 years in a row
- Recognized by *FORTUNE's* '100 Best Companies to Work For' 3 years in a row



Who We Are: A Sustainable Company

- **Swedish heritage = respect for nature = minimize impact on environment**

- IKEA believes we can be a good business while doing good business



- **Sustainability is a cornerstone of our business**

- Smart product design & production
- Flat-packing of goods & efficient distribution
- Store operations & policies



- Recycling/waste reduction
- No more plastic bags @ checkout
- Incandescent bulb phase-out / LED
- Renewable energy, including 90% solar presence in US
- EV charging stations @ 13 US stores so far



Who Shops at IKEA Stores?

■ IKEA Customers

– ‘IKEA is for the many’

- College students
- Young families
- Empty-nesters
- Senior citizens
- And everyone in between...



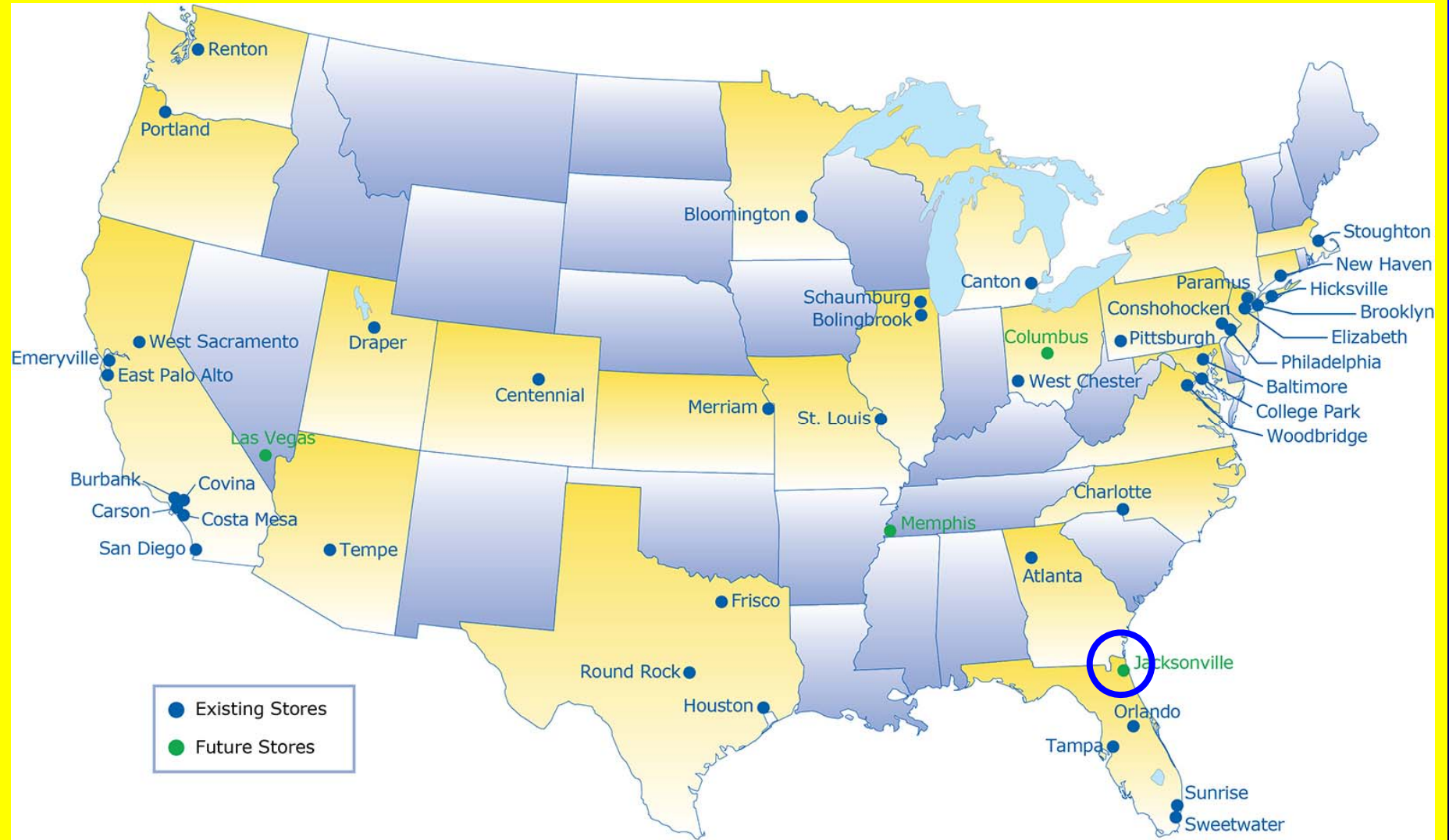
– On average, their visits last 2-3 hours each



Where We Are: Countries with IKEA Stores

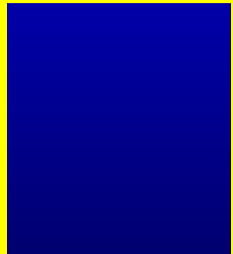
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- Bulgaria
- Canada
- China
- Croatia
- Cyprus
- Czech Rep.
- Denmark
- Domin. Rep.
- Egypt
- *Estonia* *
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- *India* *
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kuwait
- *Latvia* *
- Lithuania
- Malaysia
- *Morocco* *
- Netherlands
- Norway
- *Oman* *
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Saudi Arabia
- *Serbia* *
- Singapore
- Slovakia
- *Slovenia* *
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- *Ukraine* *
- United Arab Emir
- United Kingdom
- USA

Where We Are: U.S. IKEA Stores



Some Recent U.S. IKEA Stores

■ In the U.S.



Upcoming U.S. IKEA Stores



St. Louis, MO



Las Vegas, NV



Memphis, TN



Columbus, OH



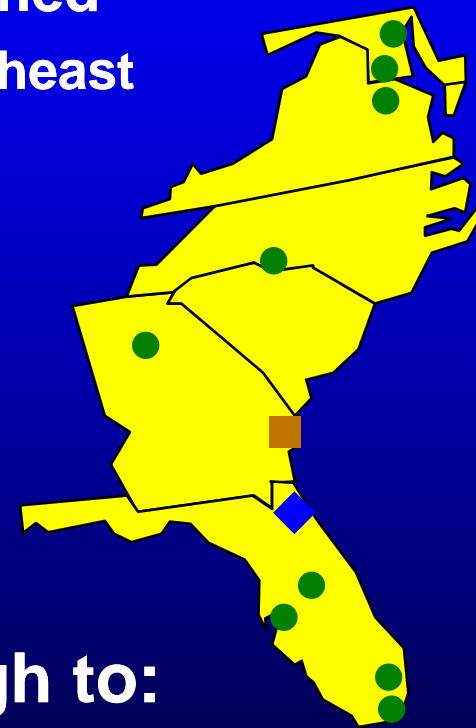
Renton, WA



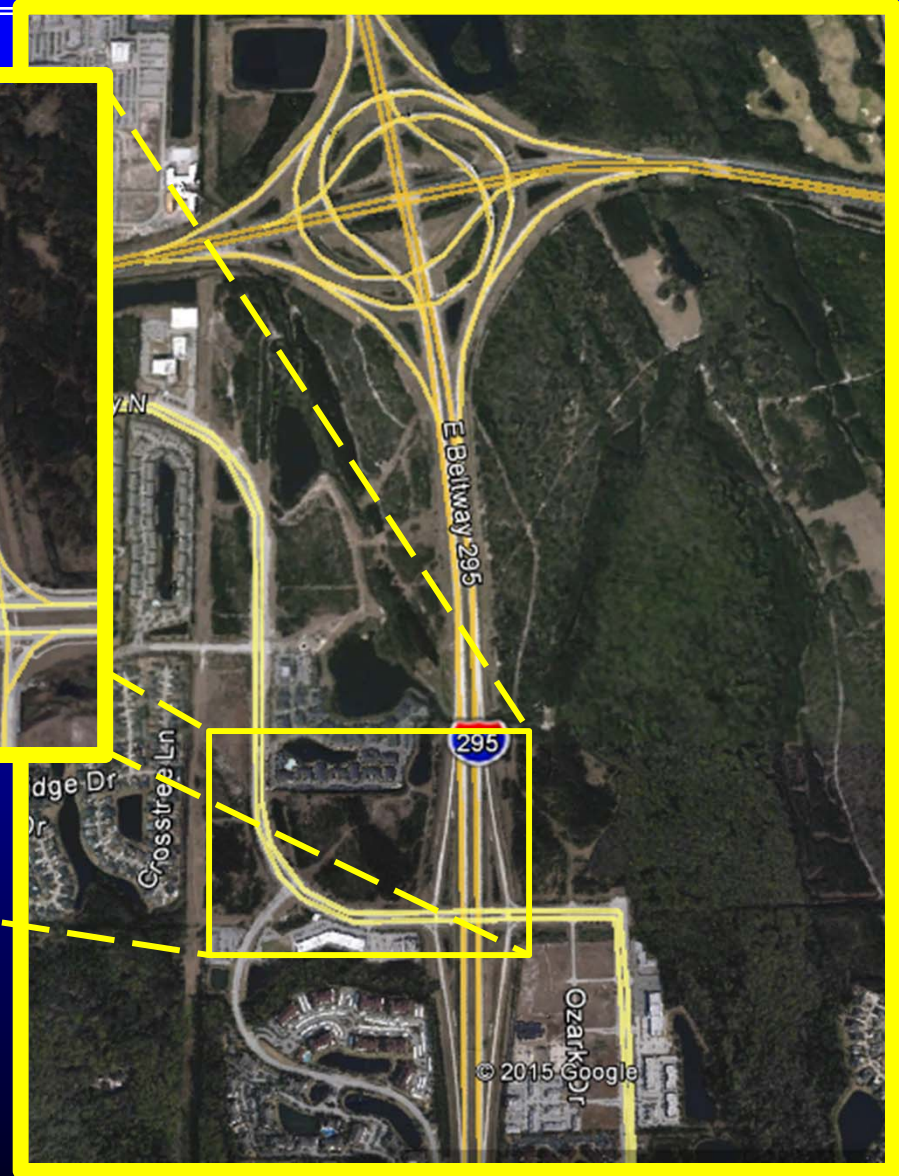
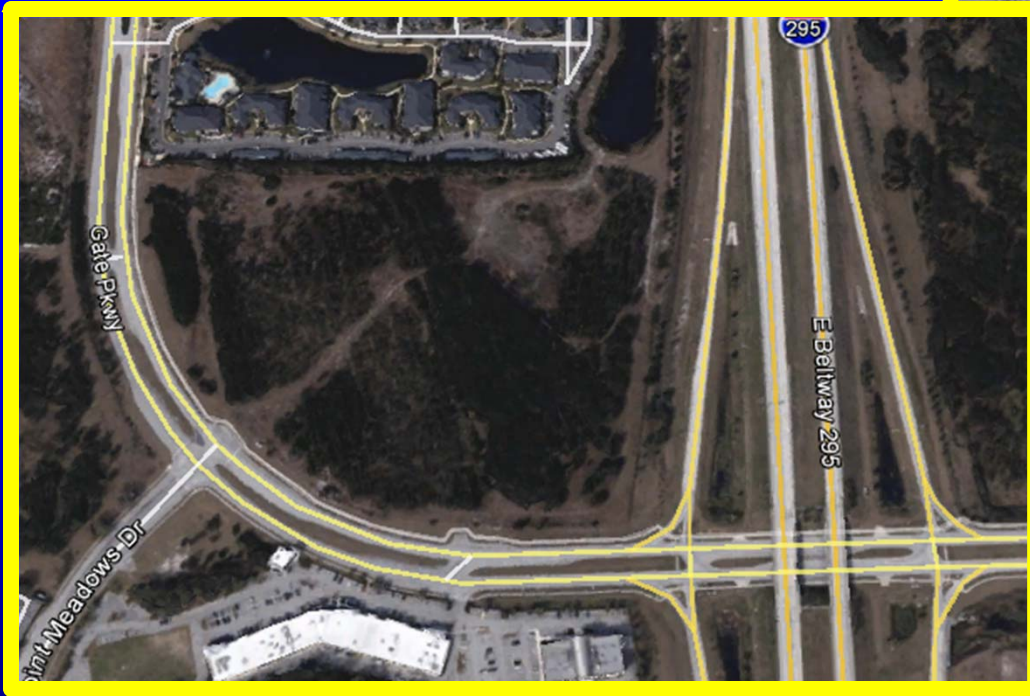
Burbank, CA

Why Are We Here?

- **Sweden has approved evaluating new markets**
 - Jacksonville is one that was identified
 - To help grow our presence in Southeast
 - Far enough from existing stores
 - Major metropolitan area
 - Large enough population base
 - Already 57,000 customers here
 - Preferred site under contract
 - Available land, infrastructure, interstate access, visibility
- **Assessment advanced far enough to:**
 - Introduce IKEA to the City/Community
 - Seek approvals to build and operate an IKEA store



Proposed Site: I-295 & Gate Parkway



- Planned Commercial Site
- ~ 294,000 SF
- ~ 1,200 parking spaces

Proposed Site Plan / Rezoning / PUD



Proposed Jacksonville Rendering



(Perspective from Gate Parkway and Point Meadows Road)

Potential Timeline for Opening Store

- **October 7, 2015**
 - Announce plans publicly & file plans with City

- **Winter/Spring 2016**
 - Secure governmental approvals and permits
 - Close on purchase of land

- **Summer 2016**
 - Commence construction

- **Fall 2017**
 - Open IKEA store





TACK! (*'Thank you' in Swedish*)