



Press Release

IKEA Indonesia Offers Year-end Sale of up to 60%, Shopping for Home Furnishings Gets Even More Exciting

Jakarta, December 19, 2018 - IKEA Indonesia pampers its customers by holding a Year-end Sale from December 20, 2018 to January 22, 2019, where hundreds of IKEA products will be given discounts of up to 60%.

Eliza Fazia, Country Marketing Manager IKEA Indonesia, says, "The Year-end Sale is held to help customers in fulfilling their needs for quality and affordable home furnishings, while at the same time provides excitement during the year-end festivities and in welcoming the new year".

During the Year-end Sale period, products with special prices will vary starting from our quilt cover ROSENRIPS, priced from Rp.1,199,000 to become Rp.599,000; DINERA dining set from Rp.399,000 to Rp.199,000; wall-mount LED KRUX lamp from Rp.499,000 to Rp.229,000; plant pot stand NYSKORDAD from Rp.49,900 to just Rp.19,900; to sheep-shaped musical toy LEKA, priced from Rp.179,000 to Rp.79,900.

Customers will enjoy the IKEA Year-end Sale and are invited to visit the IKEA Alam Sutera store with their families and friends while enjoying a pleasant and inspiring store atmosphere. The Year-end Sale is valid for both in direct shopping at IKEA Alam Sutera store which is open everyday from 10 AM to 11 PM, and in online shopping at www.IKEA.co.id.

About IKEA

The IKEA vision is to create a better daily life for many people, by offering home furnishing products that are functional, well-designed, and affordable so that more people can buy.

IKEA was founded by Ingvar Kamprad in Småland, southern Sweden, in 1943 when he was just 17 years old. The name of the company represents initials of his name, IK, E short for Elmtaryd, the name of ranch where he grew, and A short for Agunnaryd where the ranch is located.

The IKEA concept is based on overall knowledge in the needs and functions at home, by combining experience in the use of materials and production techniques. IKEA has 70 years of experience in developing and showcasing series of IKEA products.

IKEA store brings series of home furnishings that are well-designed, functional, and produced through reasearch and development, strict quality control, and by conforming to a long-term sustainability. All IKEA products are simple in design, multi-functional and have many unseen benefits. IKEA products are packed flat to make 'do-it-yourself' concept, and affordable for products made by designers.

By 2018, IKEA operates more than 400 stores, supported by 194,000 co-workers in 52 countries; with a total of 38.3 billion Euros worth of sales. IKEA records more than 936 million visitors in its stores worldwide, 2.3 billion visitors on its websites across the world, and has printed 203 million copies of catalogues in 35 languages which are distributed to customers at homes for free.

IKEA business in Indonesia is managed under licence by PT Hero Supermarket, Tbk. PT Hero is listed at the Bursa Efek Jakarta, under Dairy Farm International umbrella, which is a retail division of Jardine Matheson Group. The first IKEA store in Indonesia was opened on October 15th, 2014 at Alam Sutera. IKEA Indonesia's second store will be located at Jakarta Garden City, Cakung, East Jakarta, and it is currently under construction for completion in 2020.

For more information, contact:

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