

Kotipizza Group Oyj

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Record-breaking sales for Kotipizza chain in March, same-store sales increased by 13.6 percent

Total sales of restaurants in the Kotipizza chain, part of Kotipizza Group Oyj, grew by 19.4 percent in March 2018 compared to the year before. Same-store sales, based on sales figures from 237 restaurants, rose by 13.6 percent.

In 2018, the sales in March amounted to 10.2 million euros compared with the 8.5 million euros in the previous year. March 2018 boasted the best sales in Kotipizza's history as its monthly sales exceeded 10 million euros for the second time. Monthly sales exceeded 10 million euros for the first time in December 2017. March 2018 included, the chain's sales have risen for 36 consecutive months.

In March, a new record was also set for the all-time highest monthly sales at an individual Kotipizza restaurant as Kotipizza Levi reached sales of over 160 000 euros. The previous record for monthly sales at an individual restaurant, 140 000 euros, was set by Kotipizza Levi in March 2017.

The chain's brick-and-mortar restaurants increased their sales by 20.7 percent and shop-in-shop locations by 12.6 percent. Online store sales grew by 45.5 percent to 1 024 000 euros and reached 1 million euros for the first time. Figures for online sales are mainly based on the sales reported by 78 restaurants offering home delivery and count towards the sales of brick-and-mortar restaurants.

Since the beginning of the financial year (1 February to 31 March), cumulative chain sales have increased by 19.5 percent compared to last year, amounting to 18.9 million euros.

Total sales of restaurants in the Chalupa chain, part of Kotipizza Group Oyj, grew by 43.8 percent in March 2018 compared to the year before. In March 2018, the sales amounted to 192 000 euros. Same-store sales, based on sales figures from 7 restaurants, decreased by 24.7 percent.

Sales in the Social Burgerjoint restaurant, part of Kotipizza Group Oyj, grew by 57.4 percent in March 2018 compared to the year before. In March 2018, the sales amounted to 85 000 euros, being the best monthly sales in the restaurant's history.

The Kotipizza chain's monthly sales

March	2018	2017	Change (%)
Monthly sales (euro thousands)	10 198	8 539	19.4
Brick-and-mortar restaurants	8 647	7 161	20.7
Shop-in-shop restaurants	1 551	1 377	12.6
Online store sales (euro thousands, included in the sales of brick-and-mortar restaurants)	1 024	704	45.5
Number of Kotipizza restaurants	269	262	
Brick-and-mortar	171	156	
Shop-in-shop	98	106	
Restaurants offering home delivery	78	68	

The Chalupa chain's monthly sales

March	2018	2017	Change (%)
Monthly sales (euro thousands)	192	133	43.8
Number of Chalupa restaurants	13	7	

The Social Burgerjoint restaurant's monthly sales

March	2018	2017	Change (%)
Monthly sales (euro thousands)	85	54	57.4

Kotipizza Group Oyj
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Kotipizza Group in brief

Kotipizza is a Finnish pizza chain founded in 1987. At the end of financial year 2017, the number of restaurants stood at 258. In the financial year 2017, the total sales of Kotipizza restaurants amounted to EUR 106.3 million. The Kotipizza chain is part of the Kotipizza Group, alongside the supply and logistics company Helsinki Foodstock Oy, Chalupa Oy that operates the Mexican-style restaurant chain Chalupa launched in 2015, as well as The Social Burger Joint Oy, acquired in November 2017, that operates the Social Burgerjoint restaurant chain and the Social Food food truck.

In the financial year 2017, Helsinki Foodstock had net sales of EUR 64.2 million and the total sales of Chalupa restaurants were EUR 1.86 million. In the same period, the Kotipizza Group had net sales of EUR 79.9 million with a comparable EBITDA of EUR 8.52 million.