

Kotipizza Group Oyj

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Record-breaking sales for Kotipizza chain in June, same-store sales increased by 14.7 percent

Total sales of restaurants in the Kotipizza chain, part of Kotipizza Group Oyj, grew by 20.3 percent in June 2018 compared to the year before. Same-store sales, based on sales figures from 250 restaurants, rose by 14.7 percent.

In 2018, the sales in June amounted to 10.3 million euros compared with the 8.5 million euros in the previous year. In June, Kotipizza boasted the best sales in the chain's history as its monthly sales exceeded 10 million euros for the third time. June 2018 included, the chain's sales have risen for 39 consecutive months.

The chain's brick-and-mortar restaurants increased their sales by 21.3 percent and shop-in-shop locations by 15.9 percent. Online store sales grew by 89.9 percent to 1 064 000 euros. Figures for online sales are mainly based on the sales reported by 77 restaurants offering home delivery and count towards the sales of brick-and-mortar restaurants. The strong growth in online sales was partly due to marketing campaigns that were ongoing in June.

Since the beginning of the financial year (1 February to 30 June), cumulative chain sales have increased by 16.8 percent compared to last year, amounting to 47.6 million euros.

Total sales of restaurants in the Chalupa chain, part of Kotipizza Group Oyj, grew by 24.7 percent in June 2018 compared to the year before. In June 2018, the sales amounted to 195 000 euros. Same-store sales, based on sales figures from 8 restaurants, decreased by 17.9 percent.

Total sales of restaurants in the Social Burgerjoint chain, part of Kotipizza Group Oyj, grew by 119.8 percent in June 2018 compared to the year before. In June 2018, the sales amounted to 165 000 euros. The sales figures represent 12 days' worth of sales in the new Social Burgerjoint restaurant that was opened in Citycenter in Helsinki on June 19. Same-store sales in June 2018 grew by 23.4 percent and they are based on sales figures from one restaurant.

No Pizza, part of Kotipizza Group Oyj, opened its first restaurant in Citycenter in Helsinki on June 19. In the 12 days in June on which the restaurant was in operation, the sales amounted to 33 000 euros.

The Kotipizza chain's monthly sales

June	2018	2017	Change (%)
Monthly sales (euro thousands)	10 257	8 527	20.3
Brick-and-mortar restaurants	8 469	6 984	21.3
Shop-in-shop restaurants	1 788	1 543	15.9
Online store sales (euro thousands, included in the sales of brick-and-mortar restaurants)	1 064	560	89.9
Number of Kotipizza restaurants	275	266	
Brick-and-mortar	175	162	
Shop-in-shop	100	104	
Restaurants offering home delivery	77	71	

The Chalupa chain's monthly sales

June	2018	2017	Change (%)
Monthly sales (euro thousands)	195	156	24.7
Number of Chalupa restaurants	13	8	

The Social Burgerjoint restaurant's monthly sales

June	2018	2017	Change (%)
Monthly sales (euro thousands)	165	75	119.8
Number of Social Burgerjoint restaurants	2	1	

The No Pizza restaurant's monthly sales

June	2018
Monthly sales (thousand euros)	33

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, and The Social Burger Joint Oy, acquired in November 2017, that operates the Social Burgerjoint restaurant chain and the Social Food food truck, as well as the No Pizza restaurant concept, aimed for international markets, that opened its first restaurant in June 2018.

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.