

Voice

Voice Norge AS (Voice) is the O.N. Sunde Group's retail clothing arm, operating through the retail chains Match, VIC and Boys of Europe.

The company has 236 stores nationwide: 182 company-owned stores and 54 operated by franchisees. The company employs approximately 696 man-years (full-time equivalents).

The company develops its own collections and brands suited to the individual chain concepts, including Henry Choice, Mario Conti, Blu and Jean Paul. Jean Paul is one of Norway's biggest clothing brands measured in terms of retail sales. In addition, the company distributes well-established external brands.

In 2017, the chains (company-owned and franchises) recorded total sales of NOK 1 926 million, which represents a market share of just over 95 per cent (8.6 per cent in 2016) (Source: Kvarud Analyse – clothing chains 2017).

Total sales by the chains Match, VIC and Boys of Europe increased by 7.8 per cent overall. Like-for-like sales increased by approximately 2.5 per cent in a market that reported negative growth of -1.2 per cent.

Developments in profits in 2017

In 2017, Voice achieved operating revenues of NOK 1 718 million (NOK 1 555 million in 2016) and an operating profit (EBITDA) of NOK 221 million (NOK 170 million), the best performance ever.

In 2017, the company launched an online e-commerce platform for Jean Paul. This reflects the company's strategy of meeting the customer through multiple channels – both online and in physical outlets (“bricks and clicks”).

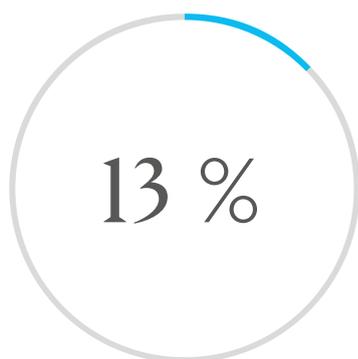
Market conditions

Although the Norwegian clothing industry is one of the largest in the retail sector, growth has been modest in recent years, due to price cuts and increased competition from other sales channels, including e-commerce operators trading from outside the country.

As in several other industries, the textile industry also suffers from industry fragmentation. Textile products have been incorporated in the product ranges offered by several other industries within the retail sector, both online and through traditional channels.

Outlook

The clothing market is characterised by tough competition, a situation that is expected to continue. The process of digitalisation ongoing within the industry and society in general is changing the conditions under which the retail trade operates. This calls for the ability to adapt to change in the form of efficiency improvements, investment in technology and automation. Voice has made substantial investments in technology in recent years and will continue to do. Voice is well equipped to meet the challenges of the future and earnings in 2018 are expected to match those reported in 2017.



Share of total
revenues



Share of total
assets

Figures in NOK 1000

	2017	2016
Operating revenues	1 718 287	1 555 269
EBITDA	220 675	169 843
EBIT	178 961	135 105
EBT	175 386	103 009
Total assets	890 034	641 772
Equity	181 946	171 987
Net interest bearing debt	182 916	73 129
Total number of man-years worked	696	677