



PRESS RELEASE

Künzelsau/Cologne, July 07, 2022

Sales driver eCommerce: Berner Group continues double-digit growth

The Berner Group continues its growth course via digital sales channels. Here the B2B wholesaler was again able to achieve double-digit growth in the fiscal year 2021/22, as the company now announced at the presentation of the fiscal year results. Overall, the group's eCommerce sales increased by 27.8% across Europe to more than 150 million euros in the period from April 2021 to March 2022.

The South-East region made a significant contribution to this positive result, increasing its eCommerce revenue by a remarkable 77%. The strong result was driven particularly by Slovakia (+344%), Italy (+83%), Hungary (+64%) and the Czech Republic (+61%). With a healthy increase of 39%, the Berner Group was also able to acquire by far the most new customers in this regional association.

Portugal (+95%) and Spain (+63%) also recorded strong growth in a country comparison. In the Iberian Peninsula, the omnichannel specialist also increased sales via app most significantly: Every 3rd eCommerce euro now comes via smartphone or tablet. In total, BERNER generated more than one in seven euros in the past fiscal year through digital business channels, and as much as one in four euros in the Benelux countries and France, traditionally the most important sales market in terms of revenue.

The B2B provider registered its biggest eCommerce push in the third and fourth quarters of the 2021/22 financial year. In addition to revenue (+27.8%), the company's 23 European subsidiaries also saw strong double-digit growth in the number of orders (+17%) and the number of first-time customer orders (+15%).

The Berner Group

The Berner Group is a family-run European commercial enterprise. Our vision is: "We keep the world together and moving." This means we are the central B2B trading partner for all materials in the maintenance, repair, and production segments for our customers in the building, mobility, and industry sectors. With more than four channels we create an integrated omni-channel purchasing experience for our customers. In the steel and C materials as well as chemicals segments we are also an innovative manufacturer. We are represented in over 23 countries for our customers with more than 200,000 items and 8,200 employees.