



**“JUST BECAUSE
WE’RE THE
BEST IT
DOESN’T MEAN
WE’RE GOOD!”**



**Customers
lead the way!**

IS WOOD GOOD (ENOUGH)?
FOREST RAW MATERIALS FROM A CUSTOMER PERSPECTIVE



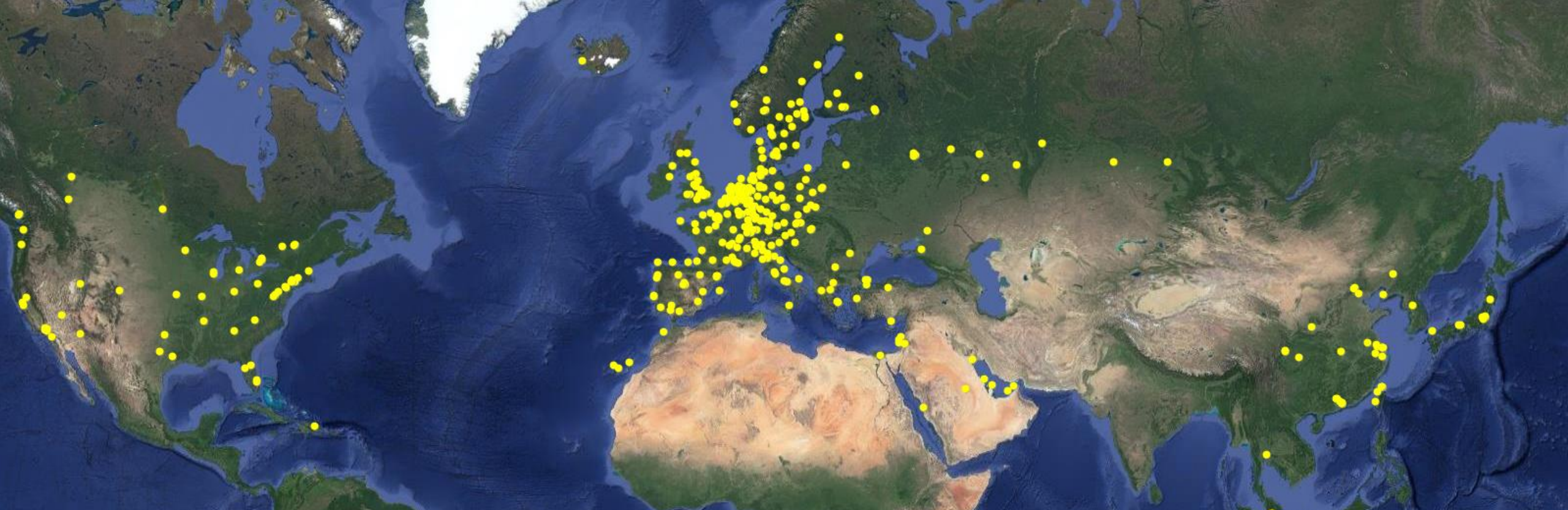
OUR VISION

**TO CREATE A BETTER EVERYDAY
LIFE FOR THE MANY PEOPLE**



OUR BUSINESS IDEA

OFFER A WIDE RANGE OF WELL-DESIGNED, FUNCTIONAL HOME FURNISHING PRODUCTS AT PRICES SO LOW, AS MANY PEOPLE AS POSSIBLE WILL BE ABLE TO AFFORD THEM.



IKEA® stores worldwide

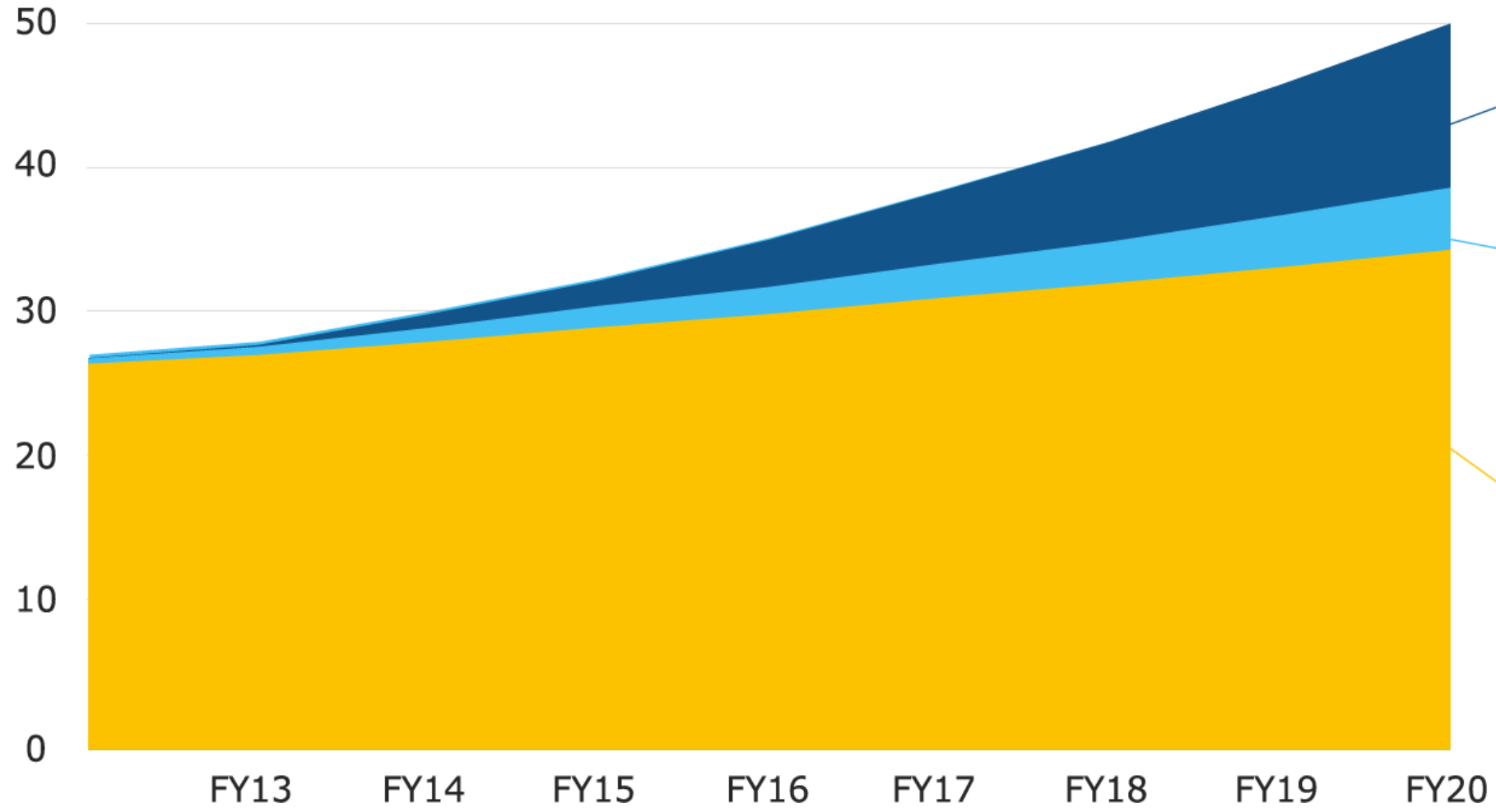
393

2012	2013	2014	2015
338	345	361	375



WE HAVE
1048 HOME FURNISHING SUPPLIERS
IN **50** COUNTRIES

Billion €



New Stores



E-Commerce



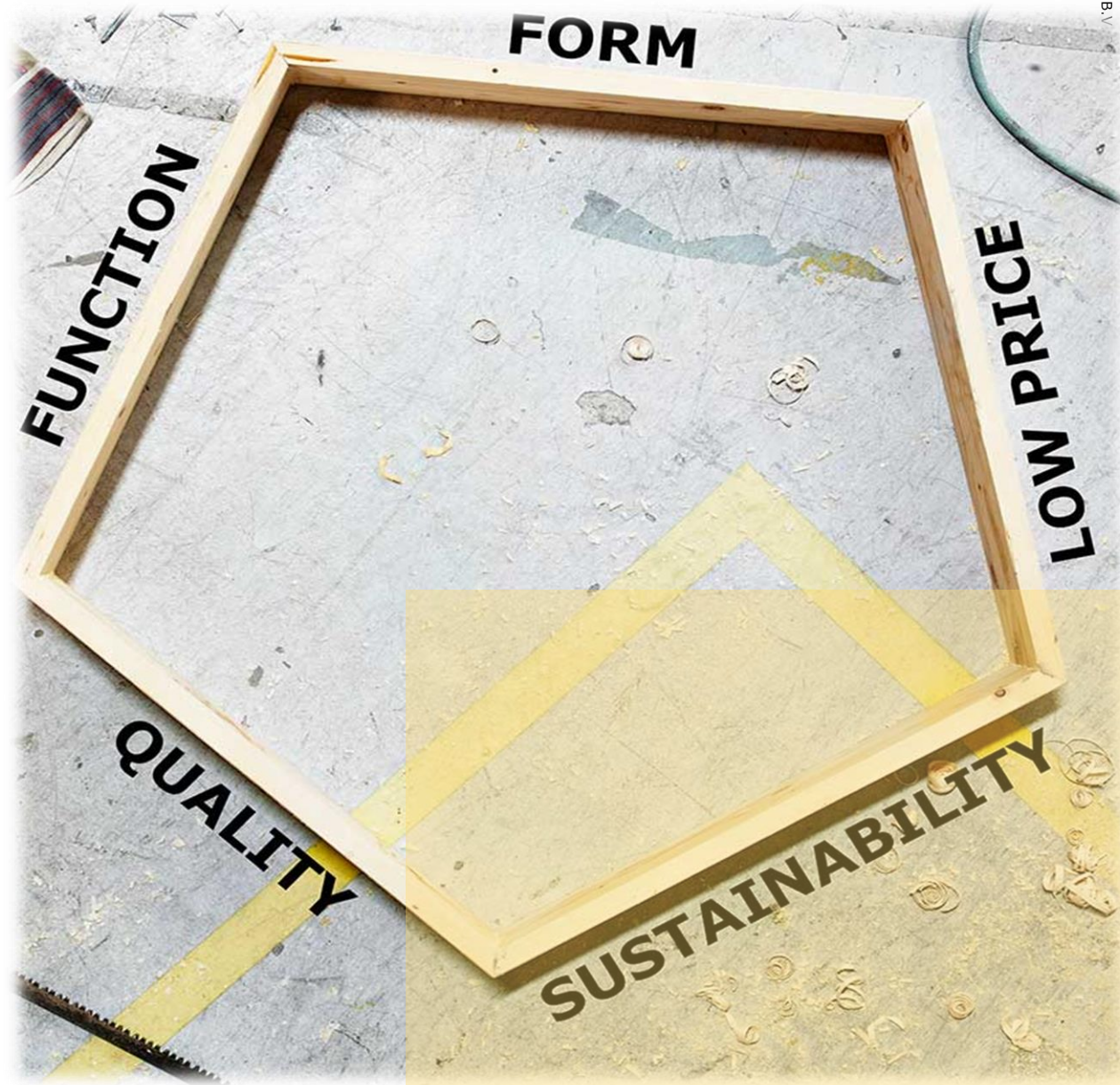
Comp. Growth

DEMOCRATIC DESIGN

Built in

+

Functions



PRODUCT SUSTAINABILITY AREAS

(Examples)

Materials

1. More sustainable material sources
2. More sustainable materials

Design

1. Design for circularity
2. Design for healthier living
3. Design for sustainable transportations

Production

4. Sustainable production techniques
5. Sustainable supply chain





Sustainability is...
solid long lasting

A photograph of a light-colored wooden nesting table with two levels. The top level holds a small wooden bowl filled with round snacks and a clear glass of water. The table is positioned in a living room with a light-colored sofa and a pink cushion in the background.

Sustainability is...

More from less



Sustainability is...
recycling



Sustainability is...

Built in (More Sustainable Materials)



A photograph of a rustic wooden dining set. In the foreground, a wooden table with a lattice backrest stands on a dark floor. To the right, two round wooden stools with a central hole are visible. In the lower-left foreground, a stack of logs is shown, with the top log cut to reveal its natural wood grain. The background is a dark, textured wall.

Sustainability is...

Built in (More Sustainable Sources)



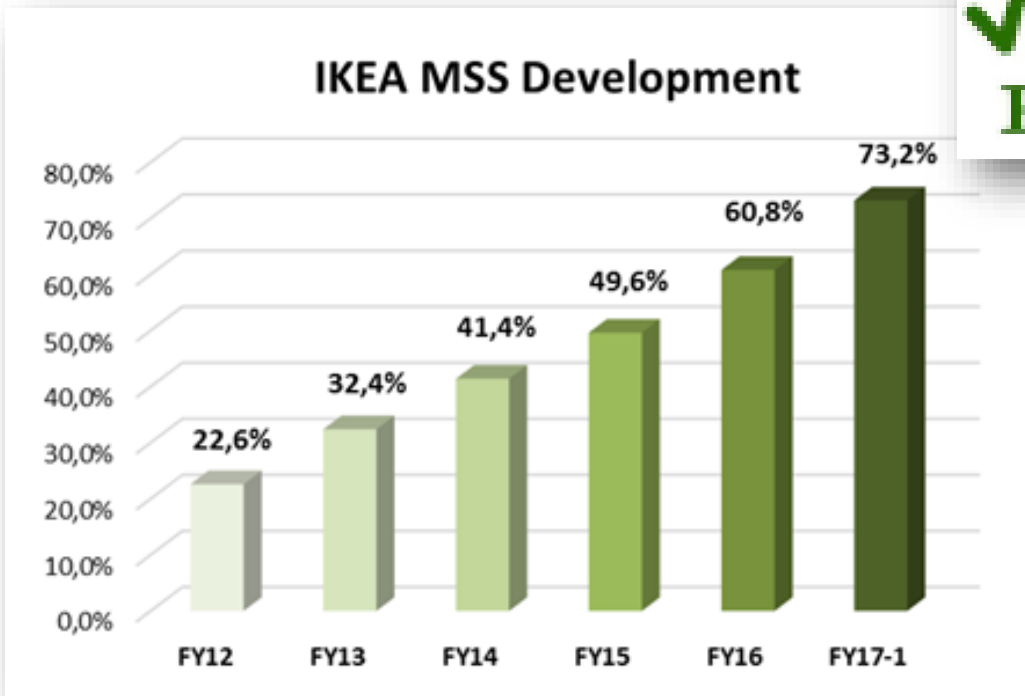
paint brick dont essential cherry Rustic Classic finish trees
cabinet buffing strength warmth cozy rugged honey relaxing bookcase
enduring stable color honey relaxing bookcase
junk stain durability option Wood material Necessary dusting
blinds buy favorite like cabinets strong durable color cozy ruged Classic finish trees
simple longlasting Stong practical bed
Durability goodlooking strong warm beautiful stained
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piece building wonderful DarkDistressedTimeless Floors organized Washing expensive functional colorful Warm dusty long variety Strong
wonderful DarkDistressedTimeless Floors organized Washing expensive functional colorful Warm dusty long variety Strong
cliche preferred maintenance tables versatile Natural floor neutral pretty shine modern Strong
best lines classicsmoothhomey Hard ugly know



**A better everyday life
for the many people?**

Forest Positive

We want to source All wood and paper from Mores Sustainable Sources (MSS) by **2020**

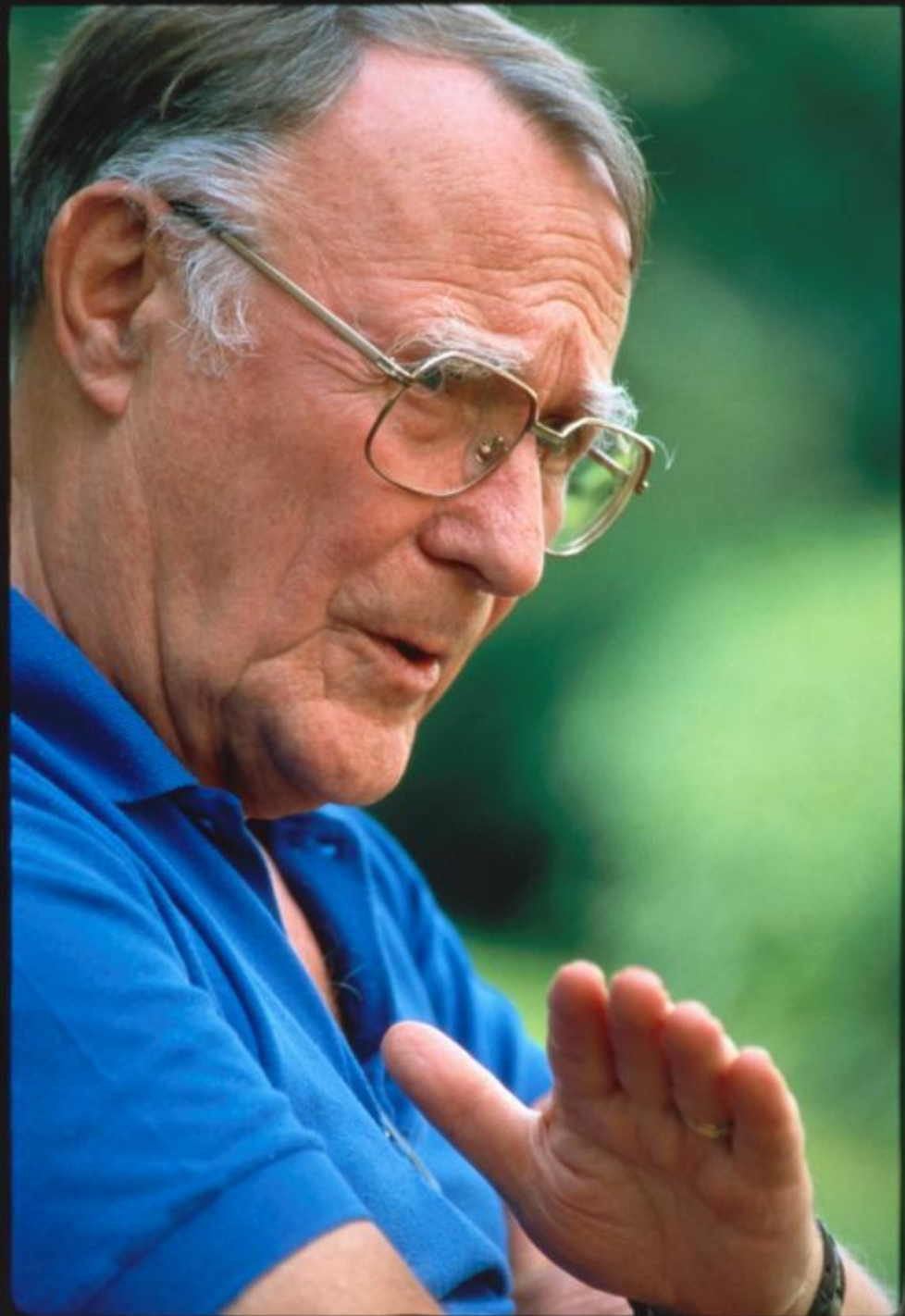


Working together
for the future
of forests

We have clear standards for all wood used in IKEA products, which include a ban on illegally logged wood. We partner with organisations like the WWF and the Forest Stewardship Council® (FSC) so that more wood can come from well-managed forests. IKEA is also one of the largest users of FSC® certified wood in retail. By 2017 we want to ensure that as much of our wood as possible comes from FSC® or recycled sources. Based on current availability, that will account for 50% of all our wood.

People + Planet
www.IKEA.se





**MOST THINGS STILL
REMAIN TO BE DONE.**

GLORIOUS FUTURE!

