

# Mirage Retail Group B.V. Fact sheet - June 2020

## **Background of Mirage Retail Group**

Mirage Retail Group (Mirage) is the new name of the retail platform behind trusted retail formats in the Netherlands, including Blokker, Big Bazar and Intertoys and recently also the driving force behind the new retail format Miniso. Mirage evolved from the former Blokker Holding and as such has a long history on the Dutch High Street.

## **The team**

Mirage and its subsidiary organisations together employ approximately 8,000 members of staff. The strategy, operations and purchasing for the retail formats are organised from the head office in Amsterdam.

The organisation is led by a compact board of directors. Michiel Witteveen (Chief Executive Officer) manages the business strategy and works closely together with Egbert Abrahams (Chief Financial Officer), Jeanine Holscher (Chief Operating Officer) Caspar Klinkhamer (Chief Purchasing Officer) and Ynse Stapert (Chief Business Development Officer)

This team has redesigned the organisation and works together purposefully and cross-functionally. By giving people the confidence to take initiative, to make decisions and to act quickly, Mirage stimulates individual leadership, entrepreneurship, cost awareness and optimal collaboration. As a result, a successful development has been started in the store portfolio with a strong focus on organic growth and long-term success. This way, Mirage and its staff are committed to looking after its customers on a daily basis.

## **The stores**

The physical stores and staff of the familiar and innovative retail formats in the Netherlands, including Blokker, Big Bazar, Intertoys and Miniso, play a crucial role in the organisation's success. Mirage believes in the important role that physical stores play in the day-to-day lives of consumers and puts them at the heart of the organisation. This offline strategy is supported by an online, multi-channel product offer. The shops and the online channels are supported by our state-of-the-art distribution centre in Geldermalsen.

**Blokker:** Since the opening of its first store in 1896, Blokker has been a familiar sight on the Dutch High Street, where consumers go to find inspiration and solutions for in and around their homes. Blokker consists of a network of own and franchise stores and a large online platform. Consumers visit the shop for its high-quality household products and reliability at a competitive price. [www.blokker.nl](http://www.blokker.nl)

**Big Bazar:** Big Bazar is a general discount chain for food and non-food products. Big Bazar was founded in 2007 and has its own stores in the Netherlands and Belgium. The Big Bazar stores work with a supermarket layout. Consumers visit the shop for its wide choice of 5,000 products in 13 product categories, with 30% of products under €2 and 50% under €5. The Dutch Consumers' Association previously praised Big Bazar for having the lowest prices of A-brand pharmacy products. [www.bigbazar.eu](http://www.bigbazar.eu)

**Intertoys:** Intertoys is 'the' toy store in the Netherlands. With a large number of stores scattered across the Netherlands and a wide range of games, toys and arts and crafts materials, the latest toy trends are always within reach. [www.intertoys.nl](http://www.intertoys.nl)

**MINISO:** The innovative MINISO retail format was founded by Japanese designer Miyake Junya and Chinese entrepreneur Ye Guofu in Tokyo in 2013. It offers consumer products based on its philosophy of "a trendy lifestyle in high-quality products at a low price". The shops have a range of 2,000 items, the majority of which are priced below 5 Euros. No fewer than 600 to 700 new items are introduced each month. [www.miniso.nl](http://www.miniso.nl)

## **Total stores: 779 (as at June 2020)**

Blokker: 352 own stores, 61 franchise stores

Big Bazar: 150 in the Netherlands, 11 in Belgium

Intertoys: 127 own stores, 76 franchise stores MINISO: 2