

About Switzerland and its markets

Switzerland has a population of about 8.5 million. While it is situated in the heart of Europe, Switzerland is currently not a member of the EU and has its own currency, the Swiss Franc (CHF). According to the Global Wealth Report 2021 Switzerland has the highest average wealth per adult.









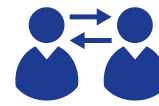

Quality and supply

Swiss customers place high demands on the quality, design, the topicality and user-friendliness of products. The Competec product range includes goods from the following product categories the following product categories:








 <p>IT and telephony</p>	 <p>IT peripherals, software and office supplies</p>
 <p>Networking and communication solutions</p>	 <p>IoT, safety products and smart home solutions</p>
 <p>Hobby, garden and tools</p>	 <p>Consumer electronics, professional audio/video solutions and musical equipment</p>
 <p>Lighting, appliances and cleaning products</p>	
 <p>Home and living products</p>	 <p>Baby articles and toys</p>
 <p>Sport, leisure, health and beauty</p>	 <p>Supermarket and drug-store</p>

Product requirements: barcode, CE and RoHS certified, Swiss cable as well as low RMA quotas.

Online shops and target audiences

<h3>End customers</h3>		
 <p>Private end-users: brack.ch</p>	 <p>Live-shopping for private end-users: daydeal.ch</p>	 <p>Live-shopping for private end-users: blickdeal.ch</p>
<h3>Business customers</h3>		
 <p>B2B end-users: brack.ch/business</p>	 <p>Specialist trade customers Health products and practice equipment: medidor.ch</p>	 <p>Office and businesssupplies for end customers: schochvoegtli.ch</p>
<h3>Trade customers</h3>		
 <p>Specialised trade, home & living products: jamei.ch</p>	 <p>e-tail, retail and VAR customers: alltron.ch</p>	
<h3>Customer segments</h3> <p>over 1.2 Mio. private and business end-users over 12,000 specialised retailers</p> 		
<h3>Professional customer service</h3> <p>On site (in showrooms), over the phone (en/de/fr/it), via e-mail, live chat or on social media channels as well as through the key account management for resellers and commercial customers</p> 		

Competec Logistics Center

	 <p>Logistics space 75 000 m² correspond to 10.5 football fields</p>
	<p>Automated small-parts warehouse AutoStore I, II and III 399 robots 356 589 bins</p>
<p>High-bay warehouse 40 350 pallet spaces, 12 stacker cranes</p>	<p>center parts storage 97,000 tray storage locations 1800 storage and retrieval processes / h</p>  
<p>Conveyor technology and packaging 4 i-Pack-Lines (automatic packaging) and 60 packing tables</p> 	
	<p>Shipping 2020 around 3,7 million parcels</p>

Location

Competec Logistik AG, Rossgassmoos 10, CH-6130 Willisau
Tel. +41 62 889 80 00, info@competec.ch, competec.ch

Competec Group – corporate profile

Turnover development

2021: CHF 1.120 billion (€ 1.081 billion, \$ 1.229 billion)
 2020: CHF CHF 1.026 billion (€ 920 million, \$ 1.14 billion)
 2019: CHF 811 million (€ 750 million, \$ 833 million)
 2018: CHF 725 million (€ 637 million, \$ 719 million)



Human resources development

2021: 1094 employees,
 including 59 apprentices
 2020: 920 employees,
 including 51 apprentices
 2019: 783 employees,
 including 47 apprentices
 2018: 703 employees,
 including 46 apprentices



Company milestones

2021: Takeover of Schoch Vögtli AG, expansion of logistics in Willisau
 2020: Anniversary year for Alltron, takeover of Medidor AG
 2019: Anniversary year for BRACK.CH, DayDeal and BRACK.CH Business
 2018: Cooperation with Ringier to launch blickdeal.ch
 2017: Opening of office in Renens VD
 2016: Takeover of Jamei AG
 2012: Opening of Competec Logistics Center
 2007: Founding of Competec Holding AG
 2006: Takeover of Alltron AG (COS Distribution AG)
 1994: Founding of Brack Consulting



Core business and services

Import, distribution, reselling and selling of high-quality products. Multiple modern online shops with detailed product descriptions and additional product information available. Various delivery options, i.e. same-day and next-day deliveries as well as drop shipping in customer's name. Comprehensive range of customer services offered by the technical department: personal support, returns management and assembling. Product training for customers.



Head office

Competec Service AG, Hintermättlistrasse 3, CH-5506 Mägenwil
 Tel. +41 62 889 80 80, info@competec.ch, competec.ch

Selection of manufacturers



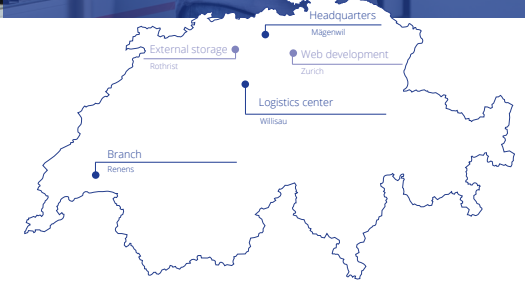
and many more

Ever-growing range of products

Competec keeps expanding its product range:
 Over 200,000 products
 From over 4,700 brands/manufacturers
 90% of all products are available from stock



A strong Swiss player
 100% independent



B2C



B2B



COMPETEC