

Rusta opens sourcing office in Türkiye

Rusta opens a new sourcing office in Istanbul, Türkiye, to further develop and control sourcing activities in Southeastern Europe and Northern Africa.

The new sourcing office in Istanbul, Türkiye will enhance Rusta's ability to develop existing and new suppliers for a wide range of product types in and around Türkiye. Rusta currently has sourcing offices in China, India and Vietnam, and the new sourcing office in Türkiye will strengthen Rusta's presence on the sourcing market in Southeastern Europe and Northern Africa.

The office opening follows Rusta's strategy to source directly from a wide range of leading suppliers on the global market. Rusta has an integrated value chain with direct sourcing from a wide range of suppliers, which allows low prices and high degree of control throughout the value chain. The relative proximity of Türkiye to Rusta's main sales markets increases Rusta's ability to secure reliable supply to our over 210 stores. The new office will also enhance competitive sourcing prices and ethical sourcing practices.

Rusta has appointed a new country manager, Mustafa Çil, who will develop and lead the Istanbul-based team at Rusta's sourcing office in Türkiye. Mustafa Çil has extensive experience from sourcing roles at e.g. IKEA, Carrefour and Ling & Fu. During the start-up phase Rusta's sourcing office in Istanbul will be located at Business Sweden's premises.

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About Rusta

Rusta is a leading retailer in the Nordic low-price market with over 210 stores in Sweden, Norway, Finland and Germany. The physical stores are supplemented by Rusta's online sales channel, Rusta Online, in Sweden and Finland. Rusta offers a wide but carefully selected range of home and leisure products, with good quality at low prices. Rusta has more than 4,000 employees with headquarter in Upplands Väsby, Sweden. Rusta's shares are traded on Nasdaq Stockholm (RUSTA). investors.rusta.com

Attachments

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