

20 YEARS OF TEDi

WHO WE ARE AND WHAT WE WANT

20 **TEDi**
YEARS
full of ideas!



HOUSEHOLD



STATIONERY



ARTS AND
CRAFTS



HOMEWARE



PARTY SUPPLIES
& GIFT WRAP



AND
MORE ...

TEDi - full of ideas!

**Dear readers,**

I am delighted to be celebrating TEDI's 20th birthday with you. Twenty years is a long time – and a lot has happened over this period. Back in 2004, Germany's then-Chancellor called it the 'year of innovations'. And when we look back at TEDI's extraordinary success story, this does indeed ring true.

With its first store in Hagen, TEDI laid the foundation for a highly innovative and successful business model in Germany. Our non-food discount chain had 120 stores by the end of the 2003/4 financial year. We haven't just maintained this rate of expansion – we've increased it dramatically. 20 years later, as we celebrate our birthday in 2024, TEDI is a reliable local supplier with around 3,200 stores across 15 countries. This makes TEDI Europe's leading non-food discount chain and one of Germany's best-known brands.



This expansion would not have been possible without our 35,000-strong team from 130 different nations. They are on hand to support each other and our customers with their advice and expertise: this merits thanks and recognition. We'd also like to thank our customers for their loyalty, and their trust in our extensive range of high-quality everyday products – with a particular focus on parties and gifts, arts and crafts, stationery, household items, homeware and trends. With our brand claim 'TEDI – full of ideas', our clear focus remains on continuing to offer an appealing selection of top-quality products at low prices.

Looking back over the last 20 years, it's also clear that quality, responsibility and a fair price are not mutually exclusive. Our corporate philosophy is firmly rooted in each of them.

Social responsibility and commitment to the environment are hugely important to TEDI. To give just a few examples: for many years now, TEDI has had a Code of Conduct that acts as a binding, integral part of our contracts for all our supplier relationships. Over 90% of our stores have energy-saving LED lighting, while the photovoltaic system at our company headquarters in Dortmund is the size of around two football pitches and produces around 870,000 kilowatts per year. That's the equivalent of the annual consumption of 240 four-person households. We've also supported the charity 'help and hope', which works with disadvantaged children and young people, since 2007.

Sustainable action requires a long-term vision: we are always ready to adapt our ESG (environmental, social and governance) efforts to the challenges of the future.

We are very proud of this development and what we have achieved together, and we look forward to the challenges ahead. TEDI will continue to offer its customers an extensive and inspiring range of products. With 5,000 stores across Europe as our goal, we will be working with our team and our partners to continue along our path of growth and remain a leading player shaping the non-food sector.

On behalf of the entire Executive Board, I'd like to extend my gratitude once again to everyone involved in the success of the past 20 years and wish you all the very best going forward.

Kind regards,
Petar Burazin
Chair of the Executive Board/CEO



CONTENT

- 6 OUR STORY
- 10 OUR PRODUCT RANGE
- 22 OUR EXPANSION
- 24 OUR TEAM
- 26 OUR RESPONSIBILITY
- 30 OUR FACTS & FIGURES

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20 YEARS FULL OF IDEAS!

From establishment to the present day – take a look at our history.

2006

The **TEDi bear** steps forth as our mascot.



2011

As the year begins, we switch to **green energy** at our company headquarters in Dortmund. By the end of 2011, three quarters of our 1,200 or so stores in Germany are certified green energy. The first TEDi store opened in Graz, Austria in May.



2004

TEDi – the 1 euro discount store is founded. It stocks an extensive and appealing range of non-food products, such as household goods, gifts, games, accessories, homeware and on-trend items. We open an average of two stores every week. We ended our first year of business with around 120 stores across Germany.



2007

In May 2007, we celebrated opening our 500th store and now offer training in six careers. This is also the year we began supporting the charity **help and hope**, which runs social projects to support children and young people in need.

**help
and
hope**

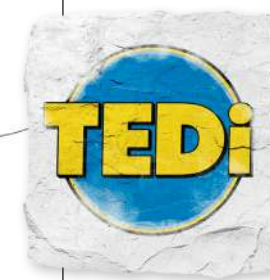
Weil Kinder unsere Zukunft sind



2009

Around 125,000 square metres of space is now available for administration and logistics. A second warehouse covering 17,000 square metres is completed by the end of 2010.

2014



We celebrate our 10th anniversary and gradually begin **modernising all our stores**. The new concept includes installing a new wood-look floor covering, showing off our products to even better effect and focusing on energy efficiency, particularly by replacing our ceiling lights to the more sustainable option of LEDs.

2015

We open our **first Spanish store** in October 2015. This brings the number of European countries with a TEDi presence to five: Germany, Austria, Slovenia, Slovakia and Spain.

2017

Half of all TEDi stores have now been modernised aligning with the concept introduced in 2014. Our expansion within Europe also continues with the opening of our **first stores in Croatia**. In addition, this year sees us take over 14 German stores from Swiss fashion retailer Charles Vögele.

2020

Our wide range of products needs room! We are constantly looking for new premises spanning 650 square metres of retail space or more to showcase our core range of stationery, party supplies, gift wrapping, arts and crafts, homeware and household goods. 2020 also sees us open our **first store in Czechia**, increasing the number of European countries with a TEDi presence up to nine.

2022

TEDi bucks overall retail trends by continuing to grow. By this point, we have a total of 2,750 stores, including 1,890 in Germany, and are constantly expanding our international portfolio. March sees the opening of the **first TEDi store in Romania**, followed by **Portugal in November, with a TEDi store opened in Guimarães**, bringing the number of European countries with a TEDi presence up to 12.

2024

In 2024, we're celebrating 20 years of TEDi with an eye on our future growth. **Our goal: 5,000 stores across Europe!**

2018

In early 2018, we take over the German subsidiaries of Blokker Holding and the associated stores from Dutch retail chain Xenos. We also continue to develop our new shop concept aimed at offering our customers an even more positive shopping experience. September sees the opening of our 2,000th store – this time, in Hamburg. We also open our **first stores in Italy and Poland**.

2021

In August, we venture over to Hungary with our first store in the city of Pépa. We also obtain a new distribution warehouse in Kamen, Westphalia, in April. **TEDi now employs over 25,000 people across Europe.**

2023

Time to celebrate: our **3,000th store** opens in Dortmund and we're now present in 15 countries thanks to market entries in **Bulgaria, France and Belgium**. We also take over 42 stores from the French discount chain Max Plus on 1 August.





And that's
not all: our range
always contains
over **3,000**
products for
1 euro each

OUR WIDE SELECTION

**From the latest trends to beloved classics,
we've got something for everyone – whether that's homeware or stationery.**

A contemporary and varied range of products featuring everything from the latest trends to well-loved classics, great bargain prices and an enjoyable shopping experience with room to discover something that inspires you – you'll find all this when you visit a TEDi store. TEDi is constantly working to hone its product range so we can keep satisfying our customers' ever-changing needs and requirements going forward.



HOMWARE

Want to give your home a new look or pick up some cute accessories?
Get inspired with our wide selection.



Find more DIY tips
and inspiration at
tedi.com

Eye-catching home decor



Available at Tedi:

Vases in different shapes and sizes suit all kinds
of interiors and add a stunning touch.

Home sweet home

Our homes are a retreat from the rest of the world. This is where we relax and express who we truly are. Showcase your style with cute details and tasteful decorative homeware. We've got vases, flowerpots, ornaments and cushions with a variety of designs to suit the season – from bright summery shades to warm, muted autumn colours. TEDi can turn your home into a feel-good oasis every month of the year.



HOUSEHOLD

We make your life easier with helpful little products for around the house. They look good, too.



There's well
and truly
something for
everyone at TEDi!
Over **3,000**
household
products!

Setting the table

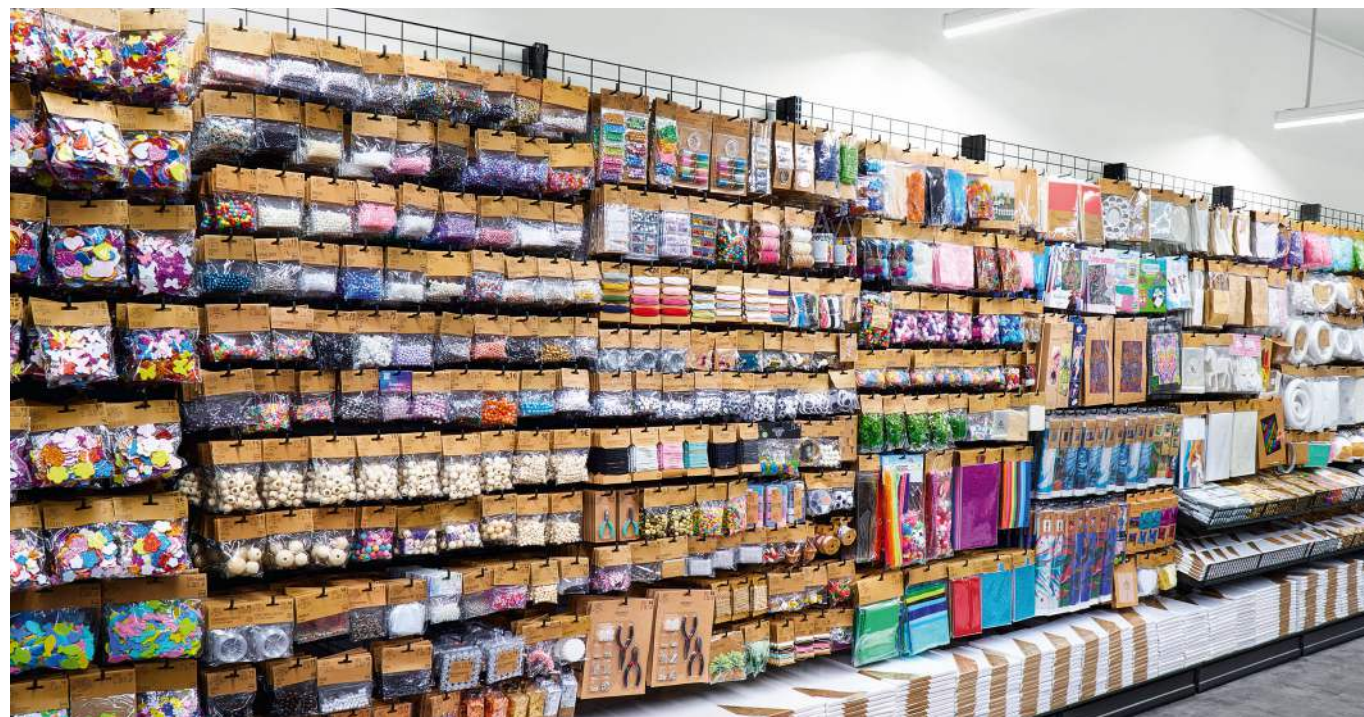


Available at Tedi:

Hosting a grand dinner party or having a quick snack? We've got a wide selection of plates, cups and bowls in a variety of designs and sizes.

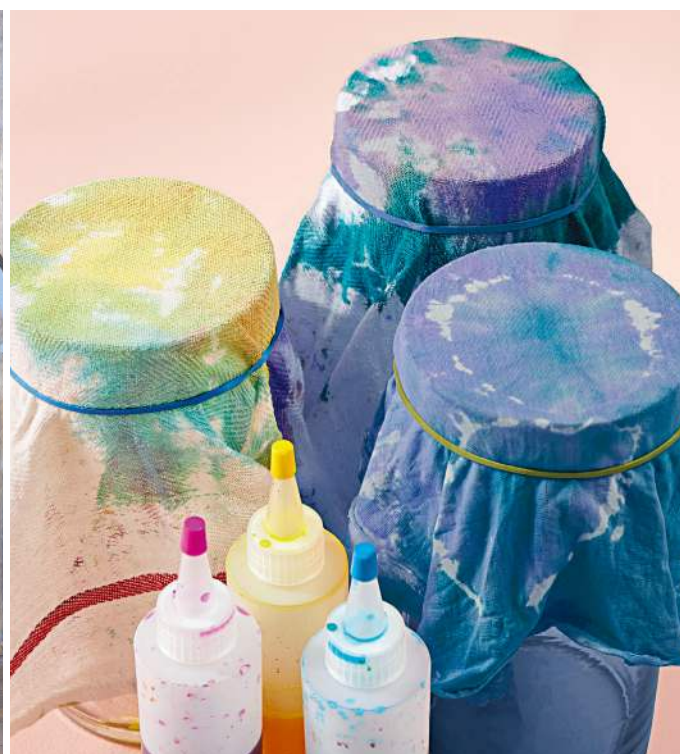
Handy items for the home

Everyday life asks a lot of us: with home, work and family all placing demands on our time, we could use a little help. TEDi has everything you need to make life that bit easier – like jars, plastic hangers, cake plates and storage boxes. And that's not all: we stock a great selection of accessories for your four-legged friends, too.



ARTS AND CRAFTS

Whatever your mood, we have a wide range of products to help your ideas become reality all year round. Enjoy!



50% of our arts and crafts products cost just 1 euro!

Essential



Available at Tedi:

Hot glue gun, cable length 1.2 m, including two hot glue sticks, easy to use.

Seasonal products

Available year in, year out – and yet full of variety. Spring, Easter, Halloween, Christmas: can it really be that time again? We love these occasions at TEDi. We give our all in creating new products, colours and designs for every celebration, every year.



STATIONERY

At school, in the office or working from home – we've got all your stationery needs covered at prices you'll love.



Over 3,000 stationery products. Your favourite brand or our own – it's up to you!



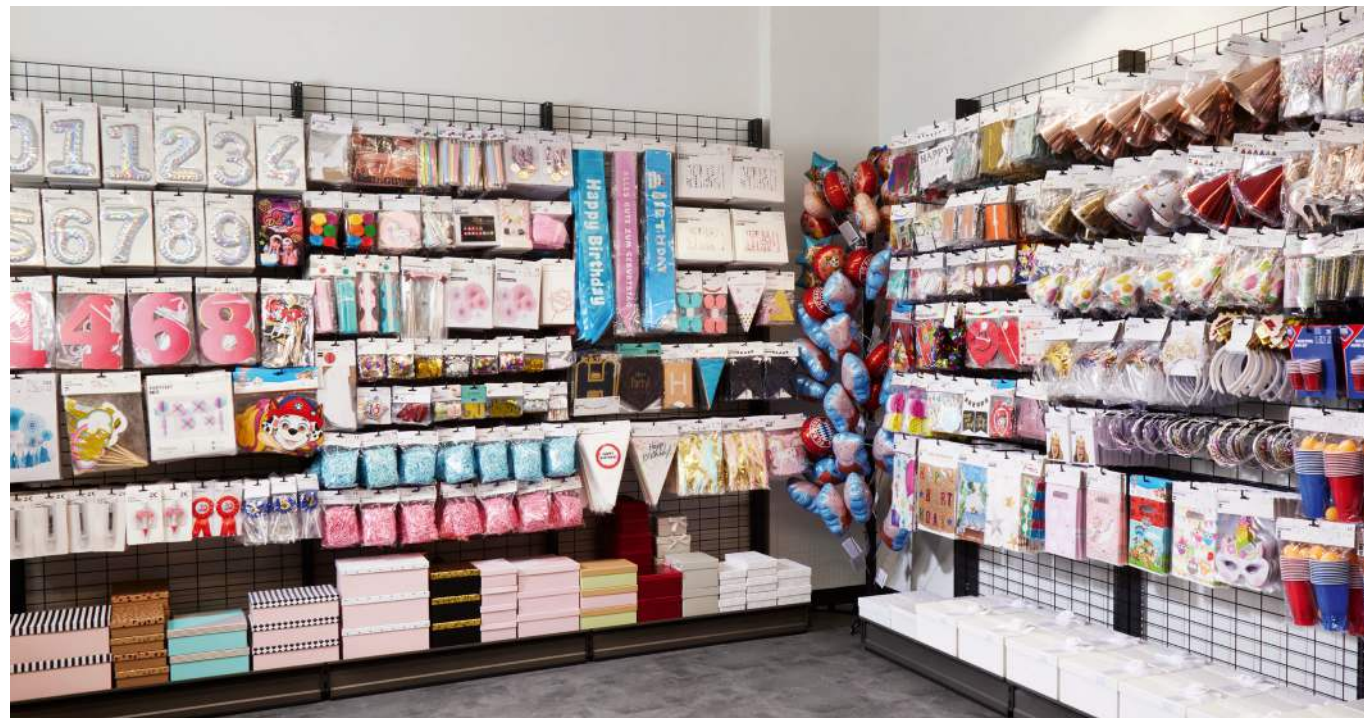
Available at Tedi:

A handy six-pack of fine-liners in delicate pastel shades for labelling, decorating or hand-lettering.

The best price, every time

Good things don't have to be expensive – that's our firm belief. **That's why we supply all kinds of stationery under our own brand, einhorn.** We also carry high-quality products from brands such as Pelikan, Staedtler, Herlitz, Stylex and Maped.





PARTY

SUPPLIES & GIFT WRAPPING

Preparing for a party should be fun and affordable.

With our products, it becomes a pleasure. Creativity knows no bounds.



Celebrating together

Available at Tedi:

Foil balloons for every occasion in all kinds of designs, sizes and colours – we'll also fill them with helium for you at many of our stores.

Special things for your big day

Birthday parties, weddings, back-to-school festivities: you've got something to celebrate and we've got everything you need to do it – from party bags and garlands to tableware. After all, you shouldn't have to break the bank to enjoy an unforgettable event. Top tip: buy ready-made gifts and decorations from us – or pick up paper, pens and glitter to get crafty and make your own. It's up to you!

ON COURSE FOR GROWTH

TEDi has built up a network of more than 3,000 stores across 15 European countries in the space of 20 years. We plan to reach the 5,000-store mark in the medium term.

TEDi is easily accessible to everyone, everywhere, thanks to our large store network! We feel at home in both cities and rural areas. As a family-friendly retailer, we like to be particularly close to our customers. With Europe-wide retail space of over 1,800,000 square metres and over 3,000 stores in 15 countries, we are already excelling at this, but want to continue our ambitious expansion in the future.



1 Area profile

Ideally no less than 800 m² retail space, plus approx. 80 m² of additional space

2 Location

Pedestrian zone, inner-city A or good B location, district location with high footfall, specialist store agglomeration, stand-alone premises or shopping centre

3 Catchment area

More than 10,000 residents in the immediate vicinity or more than 20,000 residents in the catchment area

4 Contact

Do you know a suitable location or do you own such a property? Please feel free to contact us at expansion@tedi.com

NEW BRANCHES WANTED - OUR KEY REQUIREMENTS

TEDi is one of the fastest-growing companies in Europe's non-food sector. That's why we're constantly looking for new locations. The size of the catchment area and potential customers' purchasing power play a key role. Highly competitive environments are also becoming increasingly important for us. Our stores in top shopping centres and city centres have shown us that we are economically successful there too.



OUR TEAM

People who work at TEDi are immersed in the vibrant world of retail and can take advantage of opportunities to shape the future.

Our social responsibility matters to us. That's why we foster talent, encourage open doors for people changing careers and create an environment that emphasises growth, innovation and equal opportunities. Together, we uncover and unlock individuals' potential and help them do great things with it – for themselves, for the team, for our customers and, in turn, for the company as a whole.

TEDi beats

Our employees' diversity, individuality, commitment, experience and creativity – not to mention our shared enthusiasm for making our customers happy – are what make TEDi tick. Across 15 different countries, we employ more than 35,000 people from over 130 nations.

#WeAreTEDi

The #WeAreTEDi spirit shapes who we are and what we do. We know what matters: expressing our identity, being proactive, taking responsibility, being a good listener, showing respect and appreciation, safeguarding honesty, displaying understanding and empathy, supporting new colleagues, having fun together at work and celebrating our successes as a team. We work together to make TEDi a great place to be – step by step, day by day.

Interested in joining us?

We're constantly growing – which means we're always looking for motivated new recruits. Join us and make an impact in sales or one of the many departments at our HQ, such as purchasing, IT, financial controlling or HR. Opportunities to train and learn are a given: grow with us, take on new challenges and discover what lies within you!

Training new talent at TEDi

We train apprentices, trainees and students via apprenticeships for seven different careers, a scheme for trainees in purchasing and two dual-study programmes.

We offer retail clerk training within our sales teams across Germany, and also run a programme for secondary school leavers – training and further education to become a certified business administrator. We support talented young people at our European HQ, with them serving as office management clerks, wholesale and export trade management clerks or, for instance, IT specialists for system integration.

You can find
more job
vacancies here:





OUR RESPONSIBILITY

TEDi shows that affordable prices, quality and responsibility aren't mutually exclusive.



OUR PEOPLE

We work to support the members of our team at every stage of life and to promote a healthy work-life balance. From joy at the birth of a new baby to the challenges of parenthood and other specific family obligations and individual needs – **we can usually find the right solution for almost any personal circumstances.**

These include starter sets for newborn babies, flexibility through working arrangements and part-time work tailored to each individual's needs, a wide range of training options and appealing employee benefits such as discounts on selected gym memberships, occupational pension options and support when returning from parental leave. Our aim is to offer our people the best possible support on their own personal journey.

OUR PLANET

We have highlighted climate change and the global scarcity of resources as environmental areas of focus at TEDi. Reducing our overall emissions as a company is an important goal for us. That's why we're increasingly relying on regenerative energies for our power supply.

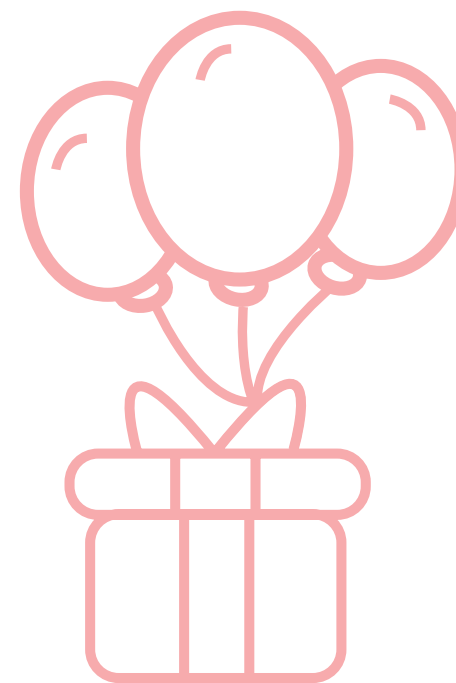
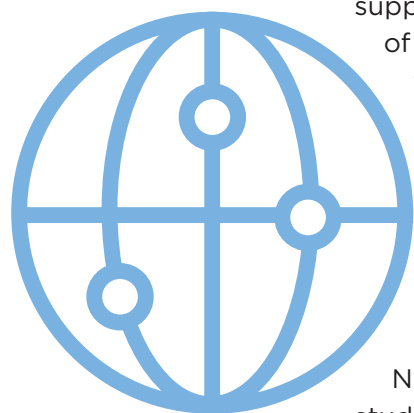
All our stores in Germany are powered by green energy. Our European HQ in Germany has also run on clean energy produced in a carbon-neutral manner since early 2011. Since 2013, this approach has been assisted by the use of our photovoltaic system, which produces around 870,000 kilowatts per year.



OUR SOCIETY

As a Dortmund-based company, we feel a responsibility to give back to our society in a sustainable way. That's why we've been supporting the charity 'help and hope' since 2007 with donations of money and goods, and we are involved in all kinds of campaigns for disadvantaged children and young people. Our national companies also support charitable organisations (and encourage our customers to do the same) by setting up donation boxes.

The charity supports disadvantaged children in Germany and around the globe. The work done by 'help and hope' focuses on tackling child poverty in Germany, particularly in North Rhine-Westphalia, its most populous state. According to a study by the Hans-Böckler-Stiftung, one in five children is at risk of poverty. The charity also aims to improve career opportunities for disadvantaged young people.



OUR PRODUCTS

Ensuring quality

Trust is good. Keeping a close eye on things is better. That's why we take the following approach to quality assurance. **Every manufacturer we work with commits to producing goods in compliance with strict standards.** We also monitor samples of the goods received – internally via our quality management team and externally via independent testing institutes.

TEDi defines minimum standards for the production of goods

Our business partners need to agree to our Code of Conduct before we start to work with them. It sets out the minimum working conditions for the manufacture of our products. The document is the foundation of every business relationship. Principles of fair trading and the employee dignity are at the heart of the Code of Conduct. Its requirements are based on the Universal Declaration of Human Rights of the United Nations (UN), the core labour standards of the International Labour Organization (ILO) and the principles of the UN Global Compact, in addition to TEDi's internal policies and legal requirements.

Important elements we set out in the Code of Conduct include prohibiting child labour, requiring compliance with legally prescribed working hours and workplace safety measures, and outlawing corruption. When a supplier starts a business relationship with TEDi, they must agree to the Code of Conduct, implement the requirements set out in it and recognize how it applies to their own suppliers.

Certified products

Our stores stock lots of certified products with credentials such as the 'Blue Angel' ecolabel (100% recycled paper) or 'FSC®' (sustainable forestry).



WHAT SETS US APART

We're constantly growing and evolving for our customers.
That's the only way we can offer them variety,
the latest trends and great prices in the long term.



OUR GOAL: 5,000 STORES IN EUROPE!

Over
3,000
stores in
Europe

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