

Performance highlights 2013/14

 **5,156**
product safety inspections

43 million
products sold through
BR & TOYS"R"US

14 million
products sold through
NORSTAR


4.0 billion DKK
in total revenue,


122 million DKK
in profit of the year



Updated
BR brand



 **38,000**
likes on BR Facebook
Denmark
& Sweden
since launch

 **15,800**
products
in assortment



NORSTAR™

self-service
platform launched

customers served in BR & TOYS"R"US

19,000,000



For a full picture of our financial performance, please turn to pages 25-26.