



E-commerce investments 2023

2023 has been a challenging year for e-commerce, and this will probably continue into for 2024 as well.

Our main focus in 2023 has been to establish a base for synergies and growth for our two online stores, www.sportmann.no and www.underverker.no which has been a success.

Our increased focus on private brands has brought results, and we are entering 2024, strongly believing that the stores will be able to meet coming market possibilities in a best possible way.

Generally, we see a great future in e-commerce, with still growing markets and even better terms, based on more and smarter use of AI.

We hope we will be able to use these new tools to give our customers an even better experience while shopping in our stores.