



## Press release

A look back at 2014 – outlook for 2015

The United States has overtaken Switzerland for the first time

## The USA is now the second largest market for JURA

Niederbuchsiten, 26 February 2015 – JURA Elektroapparate AG, based in Niederbuchsiten (Switzerland), can look back on a successful 2014. 271 000 automatic speciality coffee machines were sold around the world; revenue increased by 5.0% to CHF 378.5 mill. The mainstays of growth were Germany, the Netherlands, Australia, the UK and also the United States. For the first time ever, the USA overtook the domestic Swiss market and is now the second largest market for JURA after Germany. Investments of CHF 5.0 mill. in product innovations and CHF 4.9 mill. in infrastructure and buildings at its headquarters showed that JURA is clearly committed to the Niederbuchsiten site and Switzerland as a place to do business. The company is countering the strong Swiss franc with innovations in the premium and professional sectors and by continuing to develop international growth markets.

Business development	2014*	2013
<b>Revenue</b>		
<b>Revenue of the JURA Group in mill. CHF</b>	<b>378.5</b>	<b>360.6</b>
Share of revenue: Europe	73%	72%
Share of revenue: Rest of World	27%	28%
Strong currencies (CHF, USD)	28%	29%
Other currencies	72%	71%
<b>Sales</b>		
<b>Number of automatic coffee machines</b>	<b>271 000</b>	<b>270 000</b>
<b>Employees</b>		
<b>Full-time positions - Group</b>	<b>685</b>	<b>693</b>
Full-time positions - Switzerland (including 25 trainees)	259	273
Proportion	37.8%	39.4%
Full-time positions - international	426	420
Proportion	62.2%	60.6%

\*) provisional figures

### Highlights of 2014

With an increase of 5.0%, JURA Elektroapparate AG achieved a revenue of CHF 378.5 mill. in the 2014 financial year. This growth came predominantly from Germany, the USA, the Netherlands, Australia and the UK. The innovation leader sold 271 000 automatic speciality coffee machines around the world. JURA increased sales in the premium and professional segments in particular. "Growth in the United States means that for the first time ever in the history of JURA the USA has overtaken the domestic Swiss market, making it our second largest market just shy of Germany," said General Manager Emanuel Probst at today's press

conference. He was also very pleased with the strong first financial year recorded by JURA Poland.

In total in 2014 JURA invested CHF 10.7 mill. in Switzerland, CHF 5.0 mill. of which was spent on product development and tools, paving the way for further growth in the premium segment. The company invested CHF 4.9 mill. in infrastructure and buildings at its headquarters in Niederbuchsiten, thereby firmly committing itself to Switzerland as a business location. The fully redesigned JURAworld of Coffee, officially reopened on 13 September 2014, is impressive evidence of this.

## **Response to the strong Swiss franc**

JURA faces a major challenge in the form of the strong Swiss franc as 72% of revenue in 2014 was made in currencies other than the CHF and USD. "But there is no reason to panic," reassures Probst. "We have a strong balance sheet and can use the right product portfolio to benefit from the momentum on the markets." The company will focus on the mid and premium segments and on further developing the professional sector. JURA is putting a lot of effort into developing the market with its own sales companies, JURA Stores, premium-quality sales outlets and the new JURA LIVE service, which allows potential customers to speak to JURA specialist personnel online. "We have a sound footing and are fit for the future," reaffirms Probst. He would like to see politicians work harder on free trade agreements, exercise great care in bilateral arrangements and display utmost restraint in terms of regulation. He believes: "It's better to have opportunities without guarantees than the guarantee of nothing."

## **Goals for 2015**

This year JURA aims to continue growing. It hopes to sell at least 280 000 automatic coffee machines to coffee lovers around the globe. At a EUR exchange rate of 1.05 and a USD rate of 0.95, revenue is expected to exceed the CHF 350 mill. mark. The prospects are good; the first two months of the year have gone very well for JURA.

The launch of two new product platforms, which will set new standards in the mid and premium segments, is planned for the spring. Significantly expanded distribution in the USA should help the market achieve growth in excess of 10%.

The headquarters in Niederbuchsiten are another focal point as the world's one and only Roger Federer Walk of Fame is being redesigned. Reopening in the autumn, this will attract many new visitors to the JURAworld of Coffee. At the same time, TV viewers can look forward to a new TV advert featuring brand ambassador Roger Federer. The details are still strictly confidential but the message will clearly reflect the core values of JURA: "Speciality coffees – always freshly ground, not from a capsule."

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*JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.*

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## **More information**

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