**PRESS RELEASE**Att: Head of News 2017-03-03

Inet sums up 2016

**Customer awards and solid growth on declining market**

**2016 was yet another successful year for Swedish computer retailer Inet, showing an eleven percent growth and receiving both Online store of the Year from Prisjakt.nu and Online Retailer of the Year from Pricerunner.se.**

**– We are very pleased that our efforts to improve customer experiences gives us such visible results, both in sales and ending the year with these prestigious awards. For us, customer satisfaction is our top priority and core business value, says Erik Wickman, CEO of Inet.**

****Several major technology innovations were launched in 2016, the most popular was the VR headset, a new generation of graphics cards and monitors with high resolution.

– Virtual reality has created a need to upgrade the computer. It’s necessary for us to offer the latest and best products on the market at a good price, as well as customer service of the highest quality.

During last year, Inet was awarded both Prisjakt’s Online store of the Year, category Computers and mobile – and Pricerunner’s Online Retailer of the Year, category Computer products.It is the sixth and fifth time respectively Inet receives the awards, which are both based on customer reviews.

– We always aim to exceed customer expectations and provide the best overall shopping experience, from purchase to delivery. It’s a real seal of quality when the awards come from the customers themselves.

Erik Wickman, CEO Inet

During 2016, two of Inet’s employees also received the Outstanding Service-award from Mystery Shopping company Better Business. Inet’s employees have now received this award eleven times since 2014, an impressive performance.

– Prizes and awards spurs us to continue our efforts to provide our customers with top quality service along with the latest technology. The market competition is incredibly tough but we are fully committed to continued growth on several levels, Erik Wickman, CEO of Inet.

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