

Konzernmarketing & -digitalisierung

Benedikt Ehrhardt

Leiter Konzernmarketing & -digitalisierung,

Pressesprecher Raiffeisen Waren

Telefon: +49 (0) 561/7122-236

E-Mail: Benedikt.Ehrhardt@raiffeisen-kassel.de

www.raiwa.net/presse

Strategic partnership: Raiffeisen Waren GmbH acquires shares in BartsParts B.V.

- **Raiffeisen Waren GmbH acquires a 5,16 percent stake in BartsParts B.V. in the Netherlands**
- **Further strategic partnership in the digital area of spare parts for agricultural**

Kassel, 26 May 2020 – Raiffeisen Waren GmbH is joining BartsParts B.V. and expanding its expertise in online trading with spare parts for agricultural machinery.

With the aim of driving forward not only its own successful online concepts¹, Raiffeisen Waren GmbH (RW) has now also acquired a stake in the Dutch online spare parts supplier for agricultural equipment, BartsParts B.V. (BP) (<https://www.bartsparts.com>).

BartsParts is a virtual warehouse that offers an online solution for dealers to market spare parts that are seldom or no longer sold by them anymore. Thus, BP provides an intelligent, comprehensive platform for customers that are looking for spare parts for older machines (agricultural and garden equipment, among others).

“We have a wide and well-assorted stock of spares. Since agricultural technology is continuously developing, we no longer need the whole range, but these spare parts are in demand by users of older machines. With BP, we now have the opportunity to market these parts,” says Mario Soose, Chairman of the Board of Management of RW.

“The combination of BP, RW and other strategic partners gives customers around the world the opportunity to purchase spare parts, some of which are rare, at a reasonable price and in just 2 clicks. This simple process brings lasting benefits for both, dealers and customers,” says Arno Verkleij, BEO (Bart’s Executive Officer) of BP.

“The piecemeal expansion of our own digitization strategy together with strategic and operational partners enables us to add digital solutions to our successful analog business,” says Benedikt Ehrhardt, Head of Group Marketing & Digitization at RW. “With our multi-channel approach, we create digital solutions whenever we reach the limits of analog,” Ehrhardt continues.

“We are delighted about the new partnership with BP and are certain that we will tread a common, successful and sustainable path together,” Soose concludes.

- End -

¹ These include the Raiffeisen service portal (<https://serviceportal.raiwa.net>), the Raiffeisen building materials shop (<https://shop.raiwa.net>), the Raiffeisen used machinery market (<https://raiffeisen-börse.de>) or the Raiffeisen spare parts range (<https://raiffeisen-parts.de>).

About Raiffeisen Waren GmbH:

With its 17 operating subsidiaries, the **Raiffeisen Waren Group** is one of the most successful German trading and service companies in the agricultural, engineering, construction and energy sectors. It is present at 200 locations in Germany and also operates at five locations in Denmark.

In 2019, the **Raiffeisen Waren Group** generated sales of EUR 1.6 billion, with a pre-tax profit for the year of EUR 15.8 million. Currently 2,449 people work for the company, 100 of whom are in Denmark. Raiffeisen Waren GmbH is celebrating its 125th anniversary in 2020 and thus looks back on 125 years of trading experience. The **Raiffeisen Waren Group** focuses on customer-oriented, sustainable and digitally supported trading and service relationships with its various customer groups.

About BartsParts:

BartsParts aims at bringing supply and demand of agricultural spare parts together in an efficient way.

BartsParts is the platform that gives visibility over the largest inventory of spare parts worldwide and makes it all available for everyone to buy. This is done by connecting inventories of agricultural dealers distributed all over the world and show them as a complete catalog through the website. Although the stock is provided directly by each and every dealer, BartsParts makes it possible for customers to directly buy it online and takes care of the shipping and customer support.

It started operations in 2017 with the vision to become number 1 in the sales of obsolete spare parts to dealers, workshops and end-users in the global agricultural and green- and turf care equipment markets. Nowadays, BartsParts holds more than 700.000 different part numbers in inventory, which represents over 100M Eur of inventory value. This is achieved through the connection of over 600 dealers in 12 different countries and selling to more than 50 countries worldwide.