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Swiss Sense completes successful refinancing to support continued growth and strategic ambitions

Uden, the Netherlands, July 1, 2025

Swiss Sense, the leading Dutch family-owned company with more than a century experience in craftsmanship and entrepreneurial spirit in the bedding industry, proudly announces the successful completion of a major refinancing initiative. Arranged in partnership with ING, Rabobank and corporate finance advisor Nielen Schuman, the €100+ million facility was structured by a future-oriented consortium in collaboration with existing shareholders, including also 365 Capital. This new capital will strengthen current operations and accelerate the company's strategic growth agenda. The refinancing will enable Swiss Sense to fast-track its expansion plans and future-proof the business. Key investments will be directed towards international growth—particularly in Scandinavia—as well as innovations and digital transformation across the supply chain and retail format. With this strengthened financial foundation, Swiss Sense is well-positioned to seize market opportunities and further solidify its standing as Europe's leading sleep specialist.

Retail Sector Challenges

This refinancing marks a solid foundation for Swiss Sense's long-term strategy. Despite current headwinds in the broader retail sector, Swiss Sense continues to deliver strong profitability, with an EBITDA of over €55 million on IFRS basis. This underlines the company's financial resilience and offers confidence to both shareholders and financing partners.

"We've worked extremely hard over the past years to prepare Swiss Sense for its next phase," says Martin Diks, CEO and fourth-generation member of the Diks family. "This refinancing is more than a financial transaction—it's a clear vote of confidence from our partners and shareholders in the direction we are taking. It provides us with the financial strength to fulfil our mission: helping more people sleep better, every single night. I am immensely proud of our team and very optimistic about the future."

Retail Transformation and Omnichannel Strategy

The refinancing comes at a pivotal time. The retail landscape is rapidly evolving, and the pace of technological transformation—driven by AI and digitalization —is accelerating. While many retailers are struggling under current market pressures, Swiss Sense continues to thrive, thanks to its clear strategic direction and successful omnichannel business model. *"Our business model has proven itself across various regions and is highly scalable", explains Martin Diks. "With our strong position in the value chain, a well-developed omnichannel offering, and targeted focus on specific European countries, we see significant potential for further growth."*

Swiss Sense remains convinced that physical stores continue to play a crucial role in the bedding sector, offering customers personal advice and a unique in-store experience. The company's strength lies in combining service-driven retail locations with a growing online presence and efficient logistics. This integrated approach sets Swiss Sense apart both domestically and internationally. The company will continue to invest in its digital transformation and customer experience in the coming years, with the aim of becoming Europe's leading sleep specialist.

Swiss Sense: A Family Business with a Clear Mission

Swiss Sense is part of the Diks family, which has more than a century of experience in bed-making craftsmanship. With a heritage dating back to 1918, the company has evolved into an international retail giant operating in five European countries with its own production facilities, employing over 2,000 people in total. The chain currently operates over 110 stores and webshops across the Netherlands, Belgium, Germany, and Austria, and in 2021 it acquired the Danish bedding retailer Drømmeland, adding another 26 stores and a webshop in Denmark.

The company helps customers achieve better sleep performance with a wide range of high-quality boxsprings, mattresses, bed frames, and bedding textiles. By combining craftsmanship, innovation, and customer focus—while maintaining control over its entire value chain—Swiss Sense ensures optimal quality and customer experience. Today, more than two million people rely on Swiss Sense products every night. The company's ambition is clear: to continue building a strong international brand with a mission-driven purpose. This refinancing marks a significant investment in that future.

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