



...no worries shopping at Currys, Milton Keynes, offering top brands at market beating prices.

Below left: Deepa Limbani-Gore, sales adviser, Currys, Ealing. Currys offers free delivery on orders over £300. Below right: Dorte Sørensen, sales adviser, El Giganten, Gentofte, Denmark displays El Giganten's price promise.



Every one of our brands in every country leads the way on value.

We check competitors' prices every day of every week to ensure that we're never beaten on price.

But value is more than price.

In the Nordic countries our customer promises have created new standards to challenge our rivals.

Our worldwide supplier relationships enable us to deliver exclusive offers on thousands of products and feature rich technology at mass market prices.

Our in-store experts help customers navigate between thousands of product specifications to find the best model, features, price and brand for their needs.

PCWorld offers 12 months free home service on every desktop PC sold.

Every day, all of our brands are adding value for our customers by delivering more for your money, by driving down prices and offering an ever widening choice.

