

Clas Ohlson opens first store in Germany today

Earlier today, Clas Ohlson opened up the doors to their store on Jungfernstieg in Hamburg. The store is Clas Ohlson's very first on the German market.

The interest was huge and spirits high when various kinds of activities took place for media and other guests earlier this week, but above all when the doors finally opened to the German consumers this morning and customers poured in.

"Germany is a market that we have been interested in and glanced at for many years. We see a great potential in the German market and we believe that our concept will fit the German consumer very well. It is a big day for us today and we are overwhelmed by the interest for the opening. To see the massive amount of customers when we opened the doors to the store is an experience that I will never forget", says Klas Balkow, President and CEO at Clas Ohlson.

Clas Ohlson's store on Jungfernstieg in Hamburg has a retail space of approximately 1,800 square meters. The catchment area of the store is approximately 680,000 inhabitants. Two more stores are scheduled to open in Hamburg this autumn, in the city districts of Altona and Alstertal.

In financial year 2016/17, Clas Ohlson plans to establish 10-15 new stores. The number of future stores contracted amounts to 10. Clas Ohlson has e-commerce in four out of six markets, and a total of 206 stores, of which 85 in Sweden, 72 in Norway, 34 in Finland, 13 in the UK, one in Germany and one franchise store in Dubai.

Future store openings

Sweden

Varberg, scheduled to open in spring of 2017

Norway

Sandnes, scheduled to open in May 2016

Finnsnes, scheduled to open in June 2016

Voss, scheduled to open in June 2016

Svolvær, scheduled to open in August 2016

Stovner, Oslo, scheduled to open in September 2016

Finland

Kaivotalo, Helsinki, scheduled to open in October 2016

Tammerfors, scheduled to open in April 2018

Germany

Altona, Hamburg, scheduled to open in autumn of 2016

Alstertal, Hamburg, scheduled to open in autumn of 2016

For more information, please contact:

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***Clas Ohlson** was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com*