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Clas Ohlson supports Save the Children's projects in China

Clas Ohlson has launched a campaign to raise funds for Save the Children's projects in China. The projects are aimed towards improving the lives for migrant workers, and to aid the situation for their children.

For several years, Clas Ohlson has been working together with Save the Children to improve children's situations, and that their rights are met. As part of this, Clas Ohlson has launched a campaign to support Save the Children's projects in China, which are run by the organisation's Centre for Children's Rights and Corporate Social Responsibility, to improve the situation for thousands of migrant workers and their children.

"Our partnership with Clas Ohlson and our shared commitment to improving the lives of these children is extremely valuable," says Elisabeth Dahlin, Secretary General of Save the Children."

In China, there are today 269 million migrant workers, whose 62 million children are left behind in the rural areas in China when their parents move to the large cities to work. These children often grow up under the care of other family members, and only see their parents once a year. The children that do move with their parents, often lives in exposed environments with limited resources and limited access to education and medical care.

The funds generated by this campaign, helps Save the Children give migrant workers and their children, among other things, a chance to education, recreational activities, remote parental support and help with integration through a number of service stations in the industrial zones Zhuhai and Nanjing where migrant workers and their children lives.

"It was a natural choice for us to support Save the Children's projects in China as we are active locally in the country, and purchase a majority of our products from the region. Our collaboration with Save the Children helps us affect the terms for children long-term, as a compliment to the integrated sustainability work we already carry out in our organization", says Åsa Portnoff Sundström, Head of Sustainability at Clas Ohlson.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of above 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.