

Clas Ohlson's new franchise store in Dubai now opened

Today, Clas Ohlson opened its second franchise store in Dubai. The store is located in Mercato Shopping Mall, a popular shopping centre which has 5 million visitors per year situated in the heart of Jumeirah, one of Dubai's most prestigious residential areas.

The interest was high from the consumers when the new store in Dubai opened earlier this morning.

"We are very happy to be able to finally open the doors to our second store in Dubai. We look forward to seeing how our customers in Dubai appreciate the smaller store format," says Peter Jelkeby, Executive Vice President at Clas Ohlson.

Clas Ohlson's new franchise store in Dubai has a retail space of approximately 300 square meters and contains a wide assortment of all five categories that can help customers with their home improvement projects. For products not available on the store shelves, it is easy to order products from the full range assortment in Dubai directly from the store.

The new store, which is Clas Ohlson's second store in Dubai and the Group's 211th in total, is located in Mercato Shopping Mall which has 5 million visitors per year situated in the heart of Jumeirah, one of Dubai's most prestigious residential areas.

Clas Ohlson can offer customers an omni-channel experience with e-commerce and more than 200 stores in six markets. During the financial year 2016/17, Clas Ohlson plans to expand the store network with 3-8 new stores net.

For more information on Clas Ohlson's store network and future store openings, see the detailed list at about.clasohlson.com.

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.