

Clas Ohlson adopts new sustainability goals

Clas Ohlson's two most important sustainability goals are that the company, with its broad product range, should influence consumers to make more sustainable choices and also to reduce the relative CO₂ emissions from transportation of goods. By the end of the 2016/17 financial year, the targets set for 2020 have already been achieved, and the company is now increasing its ambition level even further.

When it comes to the assortment, Clas Ohlson's goal was that the share of products for a more sustainable lifestyle would amount to at least 12 per cent of total sales by 2020, but after already reaching that figure, the target is now set to 25 per cent up to the same year.

"It's definitely a higher level of ambition when it comes to products for a more sustainable lifestyle. We can see that we quickly gained impact for our efforts within large product categories such as solar cells, LED lighting and eco-labelled batteries, and are now working to reach a significantly higher share of the total sales from the sustainable range," says Åsa Portnoff Sundström, Head of Sustainability at Clas Ohlson.

For Clas Ohlson's freight transports, the objective was to reduce relative CO₂ emissions by at least 50 per cent during the 2007-2020 period.

"Here too, we've seen a more rapid development than we expected and as we now are setting new goals, we also change what we measure to more clearly put CO₂ emissions in relation to our overall growth objectives," says Åsa Portnoff Sundström.

The new goal for Clas Ohlson's carbon dioxide emissions from transportation of goods is to over time reduce CO₂ emissions in relation to our sales. This means that CO₂ emissions should not be allowed to increase relatively when Clas Ohlson increases its sales and grows with new stores, new offers and new markets.

In addition, a new goal is introduced in sea transport, which means that the fill rate in our freight containers from Asia will increase from 80 per cent today to 85 per cent in 2020.

Read more about Clas Ohlson's sustainability work at <http://about.clasohlson.com/sustainability/>

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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 approximately 8 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com