



*Press release 20 August 2015*

## **Clas Ohlson's 200<sup>th</sup> store now opened**

A long line of eager customers waited when Clas Ohlson today opened up the doors to its 200<sup>th</sup> store. The opening is a new milestone for Clas Ohlson, which during the last ten years has opened more than 150 new stores and doubled its sales. For the 2015/16 financial year, the target is 10 to 15 new stores.

"As we now are opening our 82<sup>nd</sup> store in Sweden, and not least our 200<sup>th</sup> store in total, we are taking the next step on our journey. I am proud of our ability to continuously develop new offerings and enter into new markets, where Germany is next, and at the same time strengthen our position on the Swedish market where we have been present for almost 100 years," says Klas Balkow, president and CEO at Clas Ohlson.

The new store is located in Bergvik Shopping Centre in Karlstad, Sweden. Clas Ohlson already has one store in the city centre and with the store in Bergvik, Clas Ohlson increases its availability to customers even further.

"We are happy to be able to open up a store in Bergvik, which is a well-known and popular shopping centre. Our expansion team has done a fantastic job and we have great staff in place to help our customers solve their everyday problems," says Nina Lindfors, Country Manager Sweden at Clas Ohlson.

The retail space in the new store amounts to 1,283 square metres. The store's primary catchment area comprises approximately 135,000 residents.

During the 2015/16 financial year, Clas Ohlson plans to establish a total of 10-15 new stores. The total number of future store establishments under contract is 14. Clas Ohlson currently offers online shopping in all its markets and has a total of 200 stores, of which 82 are situated in Sweden, 73 in Norway, 32 in Finland, 12 in the UK and a franchise store in Dubai.

### **Future store openings**

#### ***Sweden***

Center Syd, Löddeköpinge, scheduled to open in October 2015

Mall of Scandinavia, Solna, Stockholm scheduled to open in November 2015

Uddevalla Torp, Uddevalla, scheduled to open in spring 2016

Umeå Syd, Umeå, scheduled to open in spring 2016

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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 small 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 over 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at [www.clasohlson.com](http://www.clasohlson.com).*



### **Norway**

Sandefjord, scheduled to open in autumn 2015

Svolvær, scheduled to open in August 2016

### **Finland**

Iso Omena, Espoo, scheduled to open in October 2015

Mylly Shopping Centre, Raisio, scheduled to open in November 2015

Kaivotalo, Helsinki, scheduled to open in October 2016

### **UK**

St Albans, London, scheduled to open in September 2015

Ealing, London, scheduled to open in January 2016

### **Germany**

Jungfernstieg, Hamburg, scheduled to open in summer of 2016

Altona, Hamburg, scheduled to open in autumn of 2016

Alstertal, scheduled to open in autumn of 2016

For more information please contact:

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