

Clas Ohlson closer to the customer through strategic collaboration with MatHem.se

Clas Ohlson has today signed a strategic collaboration agreement with MatHem i Sverige AB. Customers will be able to order a big part of Clas Ohlson's range via MatHem.se and have the goods delivered to the door. At the same time, Clas Ohlson acquires newly issued shares corresponding to 10 per cent of MatHem i Sverige AB.

MatHem.se is a leading e-commerce operator and Sweden's largest online grocery store with deliveries in several larger cities. For Clas Ohlson, the collaboration provides opportunities to reach new customers via MatHem's digital platform and offer better service to existing customers through convenient and fast deliveries to the front door.

"Clas Ohlson's mission is to offer smart solutions to people's everyday problems. Now we are making important parts of our assortment more available to our customers via a complementing digital platform and are able to offer convenient deliveries. This is a new path to the customer for us and I am very pleased to be able to introduce this partnership today," says Lotta Lyrå, President and CEO at Clas Ohlson.

"Our logic is simple. Today, many of Clas Ohlson's top sellers are consumables for the home. Customers' purchasing patterns for this type of products are largely similar to the pattern for the purchase of food. The collaboration makes our range more accessible to customers with fast and flexible deliveries, which is key to e-commerce success," says Lotta Lyrå, President and CEO at Clas Ohlson.

The cooperation with MatHem.se means that selected parts of Clas Ohlson's product range will be offered via MatHem's digital platform. This applies primarily to consumables, but also products such as kitchen equipment, cleaning products and other products needed at home. In addition, customers who buy through Clas Ohlson's own e-commerce channel will be able to choose to have the products delivered home through MatHem.se all the way to the front door.

After the acquisition materialized on 22 December 2017, Clas Ohlson will own 10 per cent of MatHem i Sverige AB, making Clas Ohlson MatHem's fourth largest owner. At MatHem's Extraordinary General Meeting on 22 December 2017, Lotta Lyrå will be proposed as a new Board member of the company.

"We very much look forward to getting started working with Clas Ohlson. We share the same values and mission to make everyday life a little easier for our customers. The Clas

Ohlson range opens many new doors and the customer experience gets better with our combined offer,” says Tomas Kull, CEO Mathem.se.

The investment amounts to 221 MSEK and will be reported in Clas Ohlson's third quarter of 2017/18. The investment will initially be financed with own funds. The cooperation with MatHem.se will be developed and operated by business area Clas Ohlson Sweden.

MatHem's sales amounted to 963 MSEK in 2016 and the largest customer group today is 30-40 year olds with children. Today MatHem.se supplies mainly in the Stockholm area, from Uppsala to Södertälje, as well as in Gothenburg, Malmö, Lund and Helsingborg in Sweden.

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 approximately 8 billion SEK and more than 4,800 employees. Visit Clas Ohlson at www.clasohlson.com