

Clas Ohlson is industry winner in this year's Sustainable Brand Index, both in Sweden and Norway!

Swedish and Norwegian consumers rank Clas Ohlson as the most sustainable brand in hobby and leisure in this year's Sustainable Brand Index – Europe's largest brand study on sustainability.

"We are very happy and proud over the fact that we work so focused with sustainability, and that our customers also perceive this in our brand. We want to help our customers make conscious choices and work hard to strengthen our offering further," says Anna Strindberg, Program Manager for Sustainability at Clas Ohlson.

In 2020, we launched a new and ambitious sustainability strategy, meaning that Clas Ohlson will become climate neutral and fully circular by 2045, applied throughout the entire value chain.

"In our industry, products have the greatest impact on the environment and climate, which is something we are aware of. We are now reevaluating our products by an updated assessment model, to learn even more about our footprint and how we can reduce it. When it comes to services, we know that our tool hire and sales of spare parts are much appreciated by our customers," says Anna Strindberg.

These year's win in the Sustainable Brand Index, is Clas Ohlson's third in a row in Sweden, in the Hobby & Leisure category. In Norway, Clas Ohlson has advanced from second place in 2021.

Sustainable Brand Index is Europe's largest independent brand study focusing on sustainability. The Sustainable Brand Index started 2011 in Sweden, and 2013 in Norway. In Sweden, the survey includes 409 brands in 35 industries. In Norway 265 brands in 25 industries.

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in four markets, approximately 4,500 co-workers and annual sales of approximately 8.3 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com/en to read about us and our passion for simplifying life in all kinds of homes.