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Clas Ohlson one of Sweden's strongest brands

Clas Ohlson was yesterday awarded the Evimetrix Swedish Brand Award 2015 as Sweden's strongest brand in the category "Other retail".

"This shows that we are on the right path, and it gives us even more energy to keep developing our customer offer. We are especially happy to win this award, since both awareness and customer satisfaction are taken into consideration," says Nina Lindfors, Country Manager Sweden at Clas Ohlson.

The survey, on which the awards are based, is a quantitative image survey which has been conducted annually since 2002. In total, the survey comprises answers from approximately 6,000 Swedish consumers. The survey measures experiences and attitudes towards approximately 500 brands in some 35 industries. Evimetrix thereafter elects the winners through a method of comparing customer satisfaction and awareness.

Clas Ohlson has previously received several top placements in Swedish brand surveys such as the Sustainable Brand Index and the MK report (*Sw: MK-Rapporten*). Clas Ohlson has also been named the customers' favourite store in Market magazine's survey "The customers' dream mall". In Norway, Clas Ohlson was recently recognised in Ipsos MMI's yearly reputation survey in which Clas Ohlson was ranked number five. In Finland, Clas Ohlson was last year awarded "The Nordic image prize" (*Sw: Nordiskt profilpris*) which is presented by the organisation Pohjola-Norden and the daily newspaper Hufvudstadsbladet.

For more information please contact:

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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 Nasdaq Stockholm, has sales of over 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.