

Continued good sales for Clas Ohlson in July

Sales in July were unchanged and amounted to 732 MSEK (733). Organic sales were unchanged compared to the previous year. Sales in comparable units and local currency decreased by 1 per cent compared to the previous year. Online sales increased by 15 per cent to 62 MSEK (54). Compared to the same month last year the store network increased by one store. At the end of the period the total number of stores was 229 (228).

Distribution of sales	Month			Accumulated		
	July 2021/22	Change		May - July 2021/22	Change	
MSEK	SEK	Organic	SEK	Organic	SEK	Organic
Sweden	324	0%	0%	927	0%	0%
Norway	321	1%	0%	897	-1%	-3%
Finland	83	-4%	-2%	218	-4%	-1%
Outside the Nordics	4	-29%	-32%	13	-5%	-5%
Total	732	0%	0%	2,056	-1%	-2%
Of which online	62	15%	15%	219	19%	18%

Total sales for the period May–July 2021 decreased by 1 per cent to 2,056 MSEK (2,074). Organic sales decreased by 2 per cent compared to the previous year. Sales in comparable units and local currency decreased by 2 per cent compared to the previous year. Online sales for the period increased by 19 per cent to 219 MSEK (184).

Kristofer Tonström, President and CEO: *With total sales of SEK 732 million in July, we delivered at the same level as last summer's strong sales. The most important explanation is that we offered an appreciated assortment and had well-adapted stock volumes in several relevant product categories. This at the same time as we had fewer visitors to our stores during the month compared with the corresponding period in 2020. Overall, our sales were unchanged in July compared to last year, while our online sales increased by 15%.*

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, 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 more about us and our passion for simplifying life in all kinds of homes.