

Lower sales in December for Clas Ohlson

Sales in December decreased by 14 per cent to 1,108 MSEK (1,285). Organic sales decreased by 10 per cent compared to the previous year. Sales in comparable units and local currency decreased by 10 per cent compared to the previous year. Online sales increased by 45 per cent to 108 MSEK (75). Compared to the same month last year the store network was reduced by 3 stores. At the end of the period the total number of stores was 229 (232).

Distribution of sales	Month			Accumulated		
	December	Change		May-December	Change	
MSEK	2020/21	SEK	Organic	2020/21	SEK	Organic
Sweden	471	-19%	-19%	2,739	-7%	-7%
Norway	491	-7%	1%	2,676	1%	12%
Finland	140	-16%	-14%	725	-12%	-9%
Outside the Nordics	6	-34%	-27%	39	-44%	-41%
Total	1,108	-14%	-10%	6,178	-5%	0%
Of which online	108	45%	49%	551	47%	53%

Total sales for the period May-December 2020 decreased by 5 per cent to 6,178 MSEK (6,490). Organic growth was unchanged compared to the previous year. Sales in comparable units and local currency increased by 1 per cent. Online sales for the period increased by 47 per cent to 551 MSEK (374).

Pär Christiansen, acting President and CEO: *December sales have been clearly affected by the pandemic, and sharpened restrictions in close connection to the year's most important sales period caused further reduction of customer traffic to our Swedish stores. With lower customer traffic and sales, we have placed particular focus on maintaining a safe shopping experience and good profitability, among other things through reduced campaign activities. Overall, for all our markets, organic sales decreased by 10 per cent compared to December last year. Total sales decreased by 14 per cent as a result of a continued weak NOK. Online sales increased by 45 per cent, meaning that we are still in line with our online sales growth target for the fiscal year.*

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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 five markets, approximately 4,500 co-workers, and annual sales of approximately 8.8 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.