



Press release April 15, 2014

Clas Ohlson increase sales in March 2014

Sales increased by 13 per cent in March to 475 MSEK (421). In local currencies, sales increased by 14 per cent. The calendar effect, due to additional trading days compared with the preceding year, is estimated to amount to a positive 4 percentage points.

Compared with the same month previous year, nine stores have been added and the total number of stores on March 31, 2014 was 183. Mail order/Internet sales during March increased to 10 MSEK (7). In local currencies, mail order/Internet increased by 45 per cent.

Sales were distributed as follows:

Countries, MSEK	March 2013/14	March 2012/13	Percentage change	Percentage change, local currency
Sweden	223	200	+12	+12
Norway	184	167	+10	+15
Finland	45	36	+27	+19
Outside Nordic countries*	23	18	+28	+17
	475	421	+13	+14

*Of which 2 MSEK pertains to sales to franchisee for stock build-up.

Total sales during the first eleven months of the fiscal year (May 2013 to March 2014) increased by 4 per cent to 6,335 MSEK (6,080). In local currencies, sales increased 7 per cent.

The Year-end report fiscal year 2013/14 will be published on Wednesday June 11, 2014.

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The information in this press release comprises information that Clas Ohlson AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. The information was released for publication at 08:00 CET on Tuesday April 15, 2014.

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in four countries offering outstanding service via its over 180 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve everyday practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the NASDAQ OMX Nordic Exchange, has sales of approximately 6.7 billion SEK and over 4,300 employees. For more information on Clas Ohlson, please visit www.clasohlson.com.