

New partnership Clas Ohlson and Telenor

From March 2018, Telenor will start selling its services and products in selected Clas Ohlson stores in Sweden. Through this partnership, customers of Clas Ohlson and Telenor will have access to a complete range of telephony, broadband and accessories combined with top-quality service.

Initially, the cooperation will be run as a pilot project in six Swedish stores, where sales staff from Telenor will be available at a particular station inside the Clas Ohlson store located at the multimedia department.

“We are delighted to welcome Telenor to our stores. I believe that our customers, as well as Clas Ohlson and Telenor, have a lot to gain by having a combined offering under the one roof. This is a new and exciting way for us to offer a complete solution that we believe has great potential,” says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

The following Clas Ohlson stores will offer customers products and services from Telenor in March: Drottninggatan (Stockholm), Trollhättan, Västra Frölunda (Gothenburg), Väla (Helsingborg), Emporia (Malmö) and Gränby (Uppsala).

“With this partnership our salespersons will meet more customers in a relevant and new type of environment. Telenor and Clas Ohlson can grow stronger together and provide customers with an easier daily life with smart, connected services,” says Ulrika Steg, Chief Customer Officer at Telenor.

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Telenor Sweden is a complete supplier of telecommunications services whose mobile network covers 99.9 per cent of the population of Sweden. Telenor Sweden has more than 2.6 million mobile phone subscribers, approximately 670,000 broadband customers and half a million TV customers. In 2016, Telenor Sweden had a turnover of approximately SEK 12.6 billion and about 1,700 employees. Read more at www.telenor.se

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the everyday practical problems, in five countries via its over 200 stores and online. Clas Ohlson offers 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 approximately 8 billion SEK and more than 4,800 employees. Visit Clas Ohlson at www.clasohlson.com