

Clas Ohlson's online channel wins awards!

Clas Ohlson won the awards for Online Customer Experience of the year and Online Customer Service of the year at Nordic eCommerce summit 2016.

Online Customer Experience of the year was awarded to Clas Ohlson at this year's Nordic eCommerce summit. The award for best customer experience is given to the e-com retailer which received the highest score in the 2016 Mystery e-shopper survey in the areas of marketing, website and customer service.

Clas Ohlson also had the honour to be awarded the price for Online Customer Service of the year and was recognised for taking the time to help the customer regardless of query and being prepared to do "the little extra" to satisfy the customer and making the customer interaction a positive experience.

According to Nordic eCommerce Summit, this was the first time ever that the same company won both of these awards. The awards are based on customers' real experiences.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six 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 over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com