

Clas Ohlson 100 years old today!

Today it was exactly 100 years ago that Clas Ohlson founded the bike repair shop and mail order company Clas Ohlson & Co. We will celebrate our anniversary in different ways throughout the year, and in the coming days we will celebrate with our customers with great product offerings.

Much has happened since the company was founded and the first catalogue was distributed. The mail order company has developed into a modern retail business that meets customers in five markets through more than 230 stores and online. One thing, however, has remained the same throughout the years: we at Clas Ohlson want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices.

In connection with our birthday, customers will be offered deals with particularly attractive prices in our stores and online. In addition, there are exclusive products designed for the jubilee such as the book *Älskade Prylar* and our range of little less ordinary everyday products that we call Limited Edition.

Read more about Clas Ohlson's great history at clasohlson100.com/en. Here you will find our catalogues for the first time gathered in one place in digital format – a real trip down memory lane for everyone who loves gadgets.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. This year, we are celebrating 100 years as a business with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 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. Read more about our history on clasohlson100.com/en or visit about.clasohlson.com for current events and information.