

Club Clas is launched in Norway

Clas Ohlson launches Club Clas for Norwegian customers that appreciates practical solutions and unique offers.

The membership includes special offers on selected products, discounts on tools, digital receipts, purchase history and the possibility to recycle used toner and ink cartridges for cash.

Stine Trygg-Hauger, Chief Commercial Officer at Clas Ohlson, is excited to be able to take new steps in line with Clas Ohlson's long-term strategy.

“The launch of Club Clas in Norway marks the next steps in our strategy for profitable growth, where the strength of our relevant customer offer and large, loyal customer base plays an important role.”

Club Clas was launched in Sweden in 2013 and has a member base of 2.8 million members in Sweden and Finland.

“Through Club Clas in Sweden we have gained a lot of knowledge and insights of what customers want and expect from a loyalty club. We are proud to be able to offer our most loyal customers in Norway a loyalty club based on customers' wishes and needs.”

Club Clas will develop and expand offers and services going forward.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, 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 about us and our passion for simplifying life in all kinds of homes.