

Clas Ohlson's sales increased in March

Sales in March increased by 22 per cent to 639 MSEK (523). Organic sales increased by 18 per cent compared to the previous year. Sales in comparable units and local currency increased by 17 per cent compared to the previous year. Online sales decreased by 16 per cent to 85 MSEK (101). Compared to the same month last year the store network increased by 2 stores. At the end of the period, the total number of stores was 229 (227).

Distribution of sales	Month			Accumulated		
	March 2021/22	Change		May- March 2021/22	Change	
MSEK		SEK	Organic		SEK	Organic
Sweden	293	14%	14%	3,705	6%	6%
Norway	274	35%	25%	3,516	6%	1%
Finland	67	14%	10%	904	0%	1%
Outside the Nordics	4	-9%	-15%	52	1%	-4%
Total	639	22%	18%	8,176	5%	3%
Of which online	85	-16%	-19%	898	13%	11%

Total sales for the period May–March 2022 increased by 5 per cent to 8,176 MSEK (7,763). Organic sales increased by 3 per cent compared to the previous year. Sales in comparable units and local currency increased by 3 per cent compared to the previous year. Online sales for the period increased by 13 per cent to 898 MSEK (791).

Kristofer Tonström, CEO and President: *Sales in March increased by 22 per cent compared with the previous year. The increase shows that our choice to start the spring season earlier with larger volumes of relevant products has yielded results. Our resolute work with the loyalty programme Club Clas and higher campaign intensity also contributed to the increase in sales.*

At the same time, we are humble regarding differences that, for various reasons, can arise between individual sales months. Online sales in March decreased by 16 per cent compared with the previous year. The comparison month March 2021 was characterized by large parts of the Norwegian store network being closed due to restrictions, which has affected the comparative figures for sales both in stores and online. In relation to March 2020, online sales increased this year by 68 per cent.

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, we are a retail company with customers in four markets, approximately 4,500 co-workers, and annual sales of approximately 8.3 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 more about us and our passion for simplifying life in all kinds of homes.