

## Clas Ohlson increase sales in December

**Sales in December increased by 4 per cent compared with December last year, corresponding to an organic growth of 2 per cent. Clas Ohlson's online sales growth in December amounted to 52 per cent. For this fiscal year's first eight months organic sales growth is in line with the growth target of 5 per cent and online sales growth is 53 per cent.**

December sales increased by 4 per cent to 1,316 MSEK (1,261). Organic sales increased by 2 per cent compared with the preceding year. Sales in December in comparable units and local currency is unchanged. This year's Christmas shopping was characterised by a strong start during "Black Week" in November, followed by a weaker period than last year but with a stronger final. The significant market investments that Clas Ohlson makes to strengthen the customer base and thereby drive sales have yielded results. Sales online in December increased by 52 per cent to 58 MSEK (38), partly driven by the fact that the Click & Collect service received something of a breakthrough before Christmas and the capacity improvements made in the e-commerce platform. Compared with December last year, the store portfolio was expanded net by 13 stores. At the end of the period, the total number of stores was 238.

Countries, MSEK	December 2018/19	December 2017/18	Percentage change	Organic growth
Sweden	561	536	5	5
Norway	540	518	4	0
Finland	175	166	6	2
Outside Nordic Countries**	39	42	-6	-8
	1,316*	1,261	4	2

\* of which 58 MSEK (38) comprises online sales.

\*\* Effected by store optimization in the UK, the store in Croydon closed 180816.

Total sales for the first eight months of fiscal year 2018/19 (May to December 2018) increased by 8 per cent to 6,410 MSEK (5,932). Organic sales increased by 5 per cent. Sales in comparable units and local currency increased by 2 per cent. Online sales for the period increased by 53 per cent to 308 MSEK (200).

The interim report for the third quarter of 2018/19 will be published at 7:00 CET on Wednesday 13 March 2019. The report will be presented on the same day in Clas Ohlson's store at Sveavägen 52 in Stockholm, Sweden.

For further information, please contact:  
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This is information that Clas Ohlson AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 7:00 am CET on 15 January 2019.

*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 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. Visit [about.clasohlson.com](http://about.clasohlson.com) to read about our passion for simplifying life in all kinds of homes.*