

Continued organic growth for Clas Ohlson in July

Sales in July increased by 1 per cent to 733 MSEK (728). Organic growth was 6 per cent. Online sales in July increased by 47 per cent to 54 MSEK (37). Sales in comparable units and local currency increased by 8 per cent. The total number of stores at the end of the period was 228 (232).

Distribution of sales	Month			Accumulated		
	July	Change		May-July	Change	
MSEK	2020/21	SEK	Organic	2020/21	SEK	Organic
Sweden	325	-1%	-1%	928	-1%	-1%
Norway	316	5%	18%	904	9%	22%
Finland	86	0%	2%	228	-6%	-4%
Outside the Nordics*	6	-55%	-53%	14	-57%	-55%
Total	733	1%	6%	2,074	1%	7%
Of which online	54	47%	53%	184	63%	70%

* Affected by store closures in the UK and Germany.

Total sales for the period May-July 2020 increased by 1 per cent to 2,074 MSEK (2,044). Organic growth was 7 per cent. Online sales for the period increased by 63 per cent to 184 MSEK (113). Sales in comparable units and local currency increased by 8 per cent.

Lotta Lyrå, President and CEO:

"We can conclude that the positive sales trend we saw in June has continued in July. In total, we achieve an organic sales increase of 6 per cent and an increase in online sales of 47 per cent. I see this as proof that we have hit the spot in our commercial offer in relation to customers' needs during the summer. At the same time, although the situation gradually improves, we see continued negative effects of the corona pandemic in the form of subdued customer traffic to, above all, our centrally located stores in the larger cities in Sweden. Norway is again showing strong growth figures with an organic sales increase of 18 per cent in July."

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. This information was submitted for publication, through the agency of the contact person set out above, at 7:00 a.m. CET on 14 August 2020.

The interim report for May-July 2020/21 will be published at 7:00 a.m. CET on Wednesday, 9 September 2020.

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 five markets, just 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 our passion for simplifying life in all kinds of homes.