

Today Clas Ohlson opened new store in Norway

Today Clas Ohlson opened its new store in Svolvær in the northern part of Norway. The store is Clas Ohlson's 77th store in Norway and the Group's 213th store.

The new Clas Ohlson store in Svolvær in Lofoten Islands in the northern part of Norway opened earlier today in the traditional manner and with great opening customer offers. A Clas Ohlson store has long been awaited by the inhabitants of the region and the interest in the new store was huge.

“It has been an incredible number of customers here in the store this morning. The team in Svolvær has done a fantastic job in creating a very good and commercial store,” says Geir Hoff, Country Manager of Clas Ohlson Norway.

Clas Ohlson's new store is located in the centre of Svolvær and has a sales space of approximately 800 square meters. The catchment area is approximately 44,000 inhabitants. With the new store in Svolvær, Clas Ohlson has 77 stores in the Norwegian market.

Clas Ohlson offers its customers an omni-channel experience with e-commerce and more than 200 stores in six markets. In the financial year 2016/17, Clas Ohlson plans to establish 3-8 new stores net.

For more information on Clas Ohlson's store network and future store openings, see the detailed list at about.clasohlson.com.

For more information, please contact:

Sara Kraft Westrell, Director of Information and Investor Relations, phone +46 247 649 13

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of over 7.5 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com