

Clas Ohlson launches website about its 100-year old history

This year Clas Ohlson celebrates 100 years in business and to honour our heritage we are launching clasohlson100.com, a website that is jam packed with stories, pictures and facts about the development of one of Sweden's most popular companies. Here you will also find almost all the catalogues from the past 100 years, for the first time in digital format in one single place.

Other unique material includes drawings by Clas Ohlson, the inventor and entrepreneur himself, and stories from people who have been part of the growth journey.

“What was founded as a mail order business in Insjön, Sweden, 100 years ago is today a major retail group with close to 5,000 employees and operations in six countries. One does not become a 100-year-old business simply by chance. There has always been tremendous commitment, warmth and dedication in the company, which has driven its success. Clasohlson100.com is a way of acknowledging both large and small events on that journey,” says Sara Kraft Westrell, Director of Information and Investor Relations at Clas Ohlson.

Ahead of the 2018 centenary year, we launched the book *Älskade prylar*, which describes the history of our products and our community development over the last 100 years, with illustrations from the Clas Ohlson catalogues, interspersed with interesting and personal texts. *Älskade prylar* is also the name of a podcast with Malin and Ulf Åkersten, where we, in ten sections, decade by decade, follow them on a journey in contemporary Swedish history where they discuss which gadgets reflect and have formed society's development. In addition, the book about our founder, *Clas Ohlson - Från fäboden till börsern*, which was first published in 2007, will soon be available as an audio book and an eBook.

Clas Ohlson customers will soon notice that 2018 is a special year in the history of the company, as we will have unique offers available at various occasions throughout the year. Keep an eye out for more surprises on www.clasohlson.com and in the Clas Ohlson stores.

Clasohlson100.com has been developed in collaboration with Centrum för Näringslivshistoria (Swedish Centre for Business History).

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. This year, we are celebrating 100 years as a business with customers in five markets, more than 4,800 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. Read more on about.clasohlson.com.