

Clas Ohlson's sales increased in January

Sales in January increased by 7 per cent to 606 MSEK (568). Organic sales increased by 4 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 increased by 3 per cent to 72 MSEK (70). 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		
	January	Change		May-January	Change	
MSEK	2021/22	SEK	Organic	2021/22	SEK	Organic
Sweden	270	3%	3%	3,168	6%	6%
Norway	266	12%	5%	3,014	3%	-1%
Finland	65	2%	0%	778	-1%	0%
Outside the Nordics	4	23%	13%	43	3%	-1%
Total	606	7%	4%	7,004	4%	2%
Of which online	72	3%	0%	750	21%	19%

Total sales for the period May–January 2022 increased by 4 per cent to 7,004 MSEK (6,746). Organic sales increased by 2 per cent compared to the previous year. Sales in comparable units and local currency increased by 2 per cent compared to the previous year. Online sales for the period increased by 21 per cent to 750 MSEK (621).

Kristofer Tonström, CEO and President:

The continued restrictions led to limited mobility in society as a whole and decreased customer traffic to our stores, also during January. In total, we increased our sales by seven per cent while organic sales increased by four per cent. Online sales increased by three percent, which should be seen in the light of high comparative figures as we had an increase of 76 per cent last year compared to 2020. Just as in December, we have invested in marketing activities to parry the reduced customer footfall, which in addition to the direct effect during the month also gives us better preconditions as we now look forward to a market without restrictions.

For further information, please contact:

Niklas Carlsson, Group Head of Communications, +46 247 444 29,
niklas.carlsson@clasohlson.se

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 7 February 2022.

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.