



Clas Ohlson increase sales in October

Sales in October increased by 10 per cent compared with October last year, corresponding to an organic growth of 6 per cent. For this fiscal year's first six months organic growth is in line with the growth target of 5 per cent. Clas Ohlson's online sales growth in October amounted to 56 per cent.

October sales increased by 10 per cent to 755 MSEK (688). Organic sales increased by 6 per cent compared with the preceding year. Sales in October in comparable units and local currency increased by 2 per cent. Sales in October were positively impacted by a calendar effect of approximately 2 percentage points due to a higher number of trading days than in the year-earlier period. In the challenging market climate, significant market investments have been made according to plan in order to strengthen the customer base and thereby drive sales both in October and during the important Christmas trade. Online sales in October increased by 56 per cent to 40 MSEK (26). Compared with October last year, the store portfolio was expanded net by 14 stores. At the end of the period, the total number of stores was 237.

Countries, MSEK	October 2018/19	October 2017/18	Percentage change	Organic growth
Sweden	339	313	8	8
Norway	301	267	13	5
Finland	92	86	6	-2
Outside Nordic Countries**	23	22	5	-3
	755*	688	10	6

* of which 40 MSEK (26) comprises online sales.

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

Total sales for the first six months of fiscal year 2018/19 (May to October 2018) increased by 9 per cent to 4,115 MSEK (3,782). 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 51 per cent to 189 MSEK (125).

The interim report for the second quarter of 2018/19 will be published at 7:00 CET on Wednesday 5 December 2018. The report will be presented on the same day at 08:30 CET in Clas Ohlson's store at Sveavägen 52 in Stockholm, Sweden.

For further information, please contact:

Elisabet Johansson, Interim IR manager, phone +46 72 22 11 650

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 November 2018.

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 5,000 co-workers and annual sales of above 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 about our history on clasohlson100.com/en or visit about.clasohlson.com for current events and information.