



Press release 15 August 2014

Clas Ohlson increase sales in July 2014

Sales increased by 7 per cent in July to 586 MSEK (546). In local currencies, sales increased by 6 per cent.

Compared with the same month previous year, eight stores have been added and the total number of stores end of July 2014 was 186, including one franchise store in Dubai.

Sales were distributed as follows:

Countries, MSEK	July 2014/15	July 2013/14	Percentage change	Percentage change, local currency
Sweden	265	254	+4	+4
Norway	233	219	+6	+6
Finland	59	51	+15	+8
Outside Nordic countries	29	21	+38	+20
	586	546	+7	+6

Total sales during the first three months of the fiscal year (May to July 2014) increased by 9 per cent to 1,642 MSEK (1,507). In local currencies, sales increased by 8 per cent.

The first quarter interim report 2014/15 will be published at 07:00 CET on Wednesday 10 September 2014. The report will be presented on the same day at 08:00 CET in Clas Ohlson's store at Drottninggatan 53 in Stockholm, Sweden.

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The information in this press release comprises information that Clas Ohlson AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. The information was released for publication at 08:00 CET on Friday 15 August 2014.

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of approx. 6.8 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.