

## **Clas Ohlson in new partnerships for concept store in Oslo**

**Yesterday, Clas Ohlson opened a concept store called ‘Hemma hos Clas Ohlson’ [Eng: *At Clas Ohlson’s home*] in central Oslo. It is a pop-up store which will be a place for inspiration with a focus on home decoration and storage – the first Clas Ohlson store of its kind.**

“At Clas Ohlson we want to simplify life at home for our customers. This is a good example of our new way of thinking to strengthen our offer by making the customer experience even better and more relevant. The customer’s home is our commercial arena, and by focusing on a smaller part of our product range – like in this case – we will be able to show our offer in more specific customer situations in a more inspiring way,” says Lotta Lyrå, President and CEO of Clas Ohlson, who attended the store opening in Norway on Tuesday evening.

‘Hemma hos Clas Ohlson’ is the first Clas Ohlson store in which customers can experience some of our range in a more home-like environment. Prior to the opening of the concept store, new partnerships with the companies Botanik ([www.botanik.no](http://www.botanik.no)) and Porterbuddy ([www.porterbuddy.com](http://www.porterbuddy.com)) have been initiated, which means that the store can offer a large range of fresh flowers and plants as well as fast and flexible home delivery.

“We want to take customer service to the next level, and by being able to offer fast and smooth home delivery we show that Clas Ohlson is constantly taking steps to simplify everyday life for our customers. I am convinced that we will see more of these kind of partnerships going forward – partnerships which will give our customers better availability and a more complete offering,” says Lotta Lyrå.

The concept store has been developed after listening to customer requests, but also after visiting customers’ homes. The new pop-up store will, in addition to a specially selected product assortment, offer advisors who can help customers with tailored practical and inspiring storage solutions for the home.

Clas Ohlson will also arrange customer events on different themes in the new store, and starting this autumn, we will offer courses and tips for the home in collaboration with Botanik and home decoration blogger Synnøve Skarbø.

"Hemma hos Clas Ohlson" in brief:

Address: Bogstadveien 58, Oslo

Store format: Pop-up, concept store

Retail space: 130 square metres

Open: 26 June 2018 - 31 December 2018 (preliminary)

For more information, please contact:

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***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, approximately 5,000 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 about our history on [clasohlson100.com/en](http://clasohlson100.com/en) or visit [about.clasohlson.com](http://about.clasohlson.com) for current events and information.*