

Clas Ohlson's sales in October increased compared to the previous year

Sales in October increased by 5 per cent to 772 MSEK (738). Organic sales increased by 2 per cent compared to the previous year. Online sales increased by 20 per cent to 91 MSEK (76). Compared to the same month last year the store network decreased by 4 stores. At the end of the period, the total number of stores was 224 (228).

| Distribution of sales | Month | | | Accumulated | | |
|-----------------------|------------|-----------|-----------|--------------|-----------|-----------|
| | October | Change | | May-October | Change | |
| MSEK | 2022/23 | SEK | Organic | 2022/23 | SEK | Organic |
| Sweden | 354 | 5% | 5% | 1,941 | 2% | 2% |
| Norway | 326 | 5% | 2% | 1,842 | 3% | -1% |
| Finland | 92 | 9% | 0% | 498 | 7% | 2% |
| Outside the Nordics | 0 | - | - | 13 | -53% | -55% |
| Total | 772 | 5% | 2% | 4,294 | 3% | 0% |
| Of which online | 91 | 20% | 18% | 490 | 17% | 14% |

Total sales for the period May–October 2022 increased by 3 per cent to 4,294 MSEK (4,172). Organic sales were unchanged compared to the previous year. Online sales for the period increased by 17 per cent to 490 MSEK (421).

Kristofer Tonström, CEO and President: *We have placed great effort in continually adapting our offering and marketing in the current market climate where customers increasingly shop based on needs. Sales in October show that customers appreciate Clas Ohlson's price worthy assortment for home fixing, which during this autumn mostly been characterized by solutions that helps saving energy and money. Just like the market in general, we continue to be affected by high purchasing prices, transportation costs and a weak Swedish krona. We also note that customers increasingly choose to carefully plan their purchases and many look for sales and campaign offers. For us, this means that we need to defend our price position and put additional focus on taking measures to meet a higher cost level and at the same time secure the highest possible relevance in our customer offering. All in all, these are our highest priorities as we now enter the most important sales period of the year.*

For further information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in four markets, approximately 5,000 co-workers and annual sales of approximately 8.8 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. Visit about.clasohlson.com/en to read more about us and how we simplify home fixing for everyone, responsibly.