

## Organic growth for Clas Ohlson in October

Sales in October decreased by 3 per cent to 718 MSEK (744). 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 increased by 51 per cent to 58 MSEK (39). Compared to the same month last year, the store network was reduced by 4 stores. At the end of the period the total number of stores was 228 (232).

Distribution of sales	Month			Accumulated		
	October	Change		May-October	Change	
MSEK	2020/21	SEK	Organic	2020/21	SEK	Organic
Sweden	334	-3%	-3%	1 849	-3%	-3%
Norway	296	-1%	11%	1 765	3%	15%
Finland	84	-14%	-10%	470	-11%	-8%
Outside the Nordics*	4	-19%	-13%	26	-50%	-48%
<b>Total</b>	<b>718</b>	<b>-3%</b>	<b>2%</b>	<b>4 111</b>	<b>-2%</b>	<b>3%</b>
Of which online	58	51%	58%	332	43%	50%

\* Affected by store closure in UK and Germany

Total sales for the period May-October 2020 decreased by 2 per cent to 4,111 MSEK (4,209). Organic growth was 3 per cent. Sales in comparable units and local currency increased by 4 per cent. Online sales for the period increased by 43 per cent to 332 MSEK (232).

**Lotta Lyrå, President and CEO:** *The development of the pandemic and the restrictions applicable on our Nordic home markets continued to have a substantial effect on our business during October. Customer behavior was similar to what we experienced during spring and summer with reduced traffic to our physical stores, especially those in city locations, but with relatively good sales per customer. This is reflected in the organic sales increase of 2 per cent. Total sales, however, decreased by 3 per cent as a consequence of a weaker Norwegian krone. Online sales increased this month by 51 per cent, which is in line with our long-term goal for online sales growth.*

### For further information, please contact:

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**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 five markets, just approximately 4,500 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](http://about.clasohlson.com/en) to read about us and our passion for simplifying life in all kinds of homes.