

## Interim Report 1 May 2012 - 31 October 2012

Second quarter
Sales totalled SEK 1,614 M (1,553), up 4\%. In local currencies, growth was 6\%

Operating profit amounted to SEK 102 M (124), down 17\%

* Profit after tax was SEK 72 M (88), down 18\%
$\qquad$ Earnings per share amounted to SEK 1.14 (1.38), down 17\%
Six months
Sales totalled SEK 3,076 M $(2,940)$, up 5\%.
In local currencies, growth was 6\%
Operating profit amounted to SEK 203 M (243), down 17\%
* Profit after tax was SEK 145 M (173), down 16\%
* Earnings per share amounted to SEK 2.29 (2.71), down 15\%
* Cash flow from operating activities amounted to SEK 176 M (512)

Events after the end of the reporting period

* Sales in November amounted to SEK 662 M (636), up 4\%. In local currencies, growth was 5\%

On 3 December 2012, Clas Ohlson was included in the Nasdaq OMX Sustainability Index

## CEO Klas Balkow comments:

"Clas Ohlson continues to strengthen its position and capture market share in a turbulent market. The weak market trend during the quarter impacted sales and earnings compared with the year-earlier period.

With a strong financial position, we continue to invest for growth and expansion. During the quarter, for example, we opened five new stores and launched a mobile-adapted version of our e-shopping offering in all markets, an important part of our efforts to add new supplementary and interacting sales channels.
"We have had a good start to this year's Christmas shopping period, not least through our e-shopping and sales of snow blowers and low-energy lighting," says Klas Balkow, President and CEO.

|  | $\begin{aligned} & 3 \text { months } \\ & 01 / 08 / 12- \\ & 31 / 10 / 12 \end{aligned}$ | 3 months 01/08/1131/10/11 | 6 months 01/05/1231/10/12 | 6 months 01/05/1131/10/11 | Rolling 12 months 12 months 01/11/1131/10/12 | Latest annual accounts 12 months 01/05/1130/04/12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales, SEK M | 1,614 | 1,553 | 3,076 | 2,940 | 6,397 | 6,260 |
| Operating profit, SEK M | 102 | 124 | 203 | 243 | 520 | 561 |
| Profit after tax, SEK M | 72 | 88 | 145 | 173 | 373 | 400 |
| Gross margin, \% | 42.0 | 42.3 | 42.2 | 42.4 | 42.0 | 42.1 |
| Operating margin, \% | 6.3 | 8.0 | 6.6 | 8.3 | 8.1 | 9.0 |
| Equity/assets ratio, \% | 49 | 50 | 49 | 50 | 49 | 60 |
| Earnings per share before dilution, SEK | 1.14 | 1.38 | 2.29 | 2.71 | 5.87 | 6.29 |

## Operations

Operations comprise the sale of products for house and home, technology and hobby through the company's own stores and mail order/Internet channels. The product range focuses on attractively priced products for everyday use. Activities are conducted in Sweden, Norway, Finland and the UK. The number of stores at the end of the period was 167, of which 71 were in Sweden, 59 in Norway, 25 in Finland and 12 in the UK
During the second quarter, five new stores (six) were opened; one in Sweden, one in Norway and three in Finland.

## Sales and profit

## The second quarter (August - October)

Sales totalled SEK $1,614 \mathrm{M}$, compared with SEK 1,553 M in the year-earlier period, up 4 per cent. In local currencies, sales rose 6 per cent. Compared with the year-earlier period, 18 stores ( 23 ) were added and the total number of stores on 31 October 2012 was 167. Mail order/Internet sales amounted to SEK 3 I M (23), up 33 per cent. Clas Ohlson's new e-shopping platform, which was launched in the Nordic region and the UK during the April to September 2012 period, had a positive impact on mail order/Internet sales.
Sales were distributed as follows:
Sales areas (SEK M)

$$
2012 / 132011 / 12 \quad \begin{gathered}
\text { Percentage } \\
\text { change }
\end{gathered} \quad \begin{gathered}
\text { Percentage } \\
\text { change, }
\end{gathered}
$$

Countries

| Sweden | 742 | 722 | +3 | +3 |
| :--- | ---: | ---: | ---: | ---: |
| Norway | 669 | 646 | +4 | +6 |
| Finland | 140 | 122 | +14 | +23 |
| UK | 63 | 63 | +1 | +0 |
|  |  |  |  | +1553 |

The sales increase of 4 per cent was distributed as follows:
Comparable stores in local currency

- 3 per cent

New stores
Exchange-rate effects
+9 per cent

Total
+4 per cent
The gross margin was 42.0 per cent, 0.3 percentage points lower than the year-earlier period (42.3). The gross margin was negatively impacted by exchange-rate effects, which were partly offset by a positive sales mix.

The share of selling expenses rose 1.3 percentage points to 32.9 per cent (31.6). The increase was primarily due to lower sales in comparable stores and higher marketing costs. Start-up costs for new and remodelled stores, including the disposal of fittings, amounted to SEK ${ }_{15}$ M (18).
Depreciation for the period amounted to SEK 49 M, compared with SEK 44 M in the year-earlier period. The increase was mainly due to new stores and depreciation pertaining to e-shopping and IT-related support processes.

Operating profit amounted to SEK 102 M (I24). The operating margin was 6.3 per cent (8.o).

Profit after financial items amounted to SEK roo M (I2I).

Spot exchange rates for key currencies averaged SEK I.15 for NOK and SEK 6.65 for USD, compared with SEK I. 18 and SEK 6.56, respectively, in the year-earlier period. Currency hedging was undertaken in USD and NOK. The company's policy is to hedge 50 per cent of the expected flow during a catalogue period.

## Sales and profit

## The first six months (May - October)

Sales amounted to SEK 3,076 M, compared with SEK $2,940 \mathrm{M}$ in the year-earlier period, up 5 per cent. In local currencies, sales rose 6 per cent. Mail order/Internet sales amounted to SEK $60 \mathrm{M}(4 \mathrm{I})$, up 47 per cent. Clas Ohlson's new e-shopping platform, which was launched in the Nordic region and the UK during the April to September 2012 period, had a positive impact on mail order/Internet sales.

Sales were distributed as follows:
Sales areas (SEK M)

$$
\begin{array}{r}
\text { 2012/13 2011/12 Percentage } \\
\text { change } \begin{array}{r}
\text { Percentage } \\
\text { change, }
\end{array} \\
\\
\end{array}
$$

| Countries |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Sweden | I 434 | I 389 | + 3 | + 3 |
| Norway | I 262 | I 200 | $+5$ | $+7$ |
| Finland | 260 | 238 | + 9 | + 16 |
| UK | 120 | 113 | + 6 | + 2 |
|  | 3076 | 2940 | + 5 | + 6 |

The sales increase of 5 per cent was distributed as follows:

Comparable stores in local currency
4 per cent
New stores

+ io per cent
Exchange-rate effects
- I per cent

Total
+5 per cent
The gross margin was 42.2 per cent, o.2 percentage points lower than in the year-earlier period (42.4).
The share of selling expenses rose 1.4 percentage points to 32.7 per cent ( 3 I .3 ). The increase was primarily due to lower sales in comparable stores. Start-up costs for new and remodelled stores, including the disposal of fixtures, amounted to SEK 26 M (29).
Depreciation for the period amounted to SEK 97 M, compared with SEK 88 M in the year-earlier period.
The increase was mainly due to new stores and to depreciation pertaining to e-shopping and IT-related upport processes.
Operating profit amounted to SEK 203 M (243).
The operating margin was 6.6 per cent (8.3).
Profit after financial items amounted to SEK 199 M (237).

Spot exchange rates for key currencies averaged SEK I. 16 for NOK and SEK 6.83 for USD, compared with SEK I.I7 and SEK 6.45, respectively, in the year-earlier period. Currency hedging was undertaken in USD and NOK. The company's policy is to hedge 50 per cent of the expected flow during a catalogue period.

## Investments

During the first six months, investments totalled SEK 94 M (105), of which SEK $62 \mathrm{M}(58)$ pertained to investments in new or remodelled stores. Other investments mainly comprised IT investments and replacement investments. Investments in e-shopping and IT-related support processes during the period amounted to SEK $22 \mathrm{M}(24)$.

## Financing and liquidity

Cash flow from operating activities for the period amounted to SEK 176 M (512). The difference between the years was mainly due to a positive change in working capital in $201 \mathrm{I} / \mathrm{I} 2$, resulting from significantly reduced inventory values. Cash flow for the period, after investment and financing activities, was a negative SEK $5_{\text {M (neg: } 19 \text { ). The dividend paid to Clas Ohlson's }}$ shareholders in September 2012 amounted to SEK 269 M (239).

The average 12 -month value of inventories was SEK $1,304 \mathrm{M}(1,384)$. The stock turnover rate at the distribution centre was 6.6 (5.2) on a rolling i2-month basis.
At the end of the period, inventories totalled SEK
I, $496 \mathrm{M}(\mathrm{I}, 4 \mathrm{IO})$. Compared with the same month in the preceding year, I 8 stores were added.

During the period, buyback of own shares to secure LTI 2012 (Long Term Incentive programme 2012) amounted to SEK 36 M (ir).

The Group's net debt, meaning interest-bearing liabilities less cash and cash equivalents, amounted to SEK 142 M (net debt in the year-earlier period was SEK 265 ). The equity/assets ratio was 49 per cent (50).

## Number of shares

The number of registered shares was $65,600,000$, which was unchanged compared with the year-earlier period. As of 3I October 2012, the company held 2,312,192 shares ( $1,985,000$ ), corresponding to 4 per cent (3) of the total number of registered shares. At the end of the period, the number of shares outstanding, net after buyback, was $63,287,808(63,615,000)$.

A total of $30,75 \mathrm{I}$ shares were allotted on 2 May in accordance with an Annual General Meeting resolution concerning the matching one share per purchased share
for the LTI 2009 participants still employed by the company after the three-year qualification period.

To secure the company's commitment regarding conditional matching shares and employee stock options in connection with LTI 2012, Clas Ohlson bought back 366,000 shares during the first quarter of $2012 / 13$ for a total of SEK 36 M at an average price of approximately SEK 99 per share.

## Long-term Incentive Plan LTI

 2012In May 2012, the long-term incentive plan LTI 2012 was introduced according to the same structure as earlier implemented LTI plans. A total of 44 employees are participating in the new plan. In May 2012, participants purchased a total of 40,058 shares. The exercise price for the conditional employee stock options has been set at SEK iog.io per share, with exercise possible after the three-year qualification period between June 2015 and April 2019.

## Employees

The number of employees in the Group averaged 2,448 $(2,305)$, of whom 1,028 (991) were women. The distribution per country is $1,346(1,296)$ in Sweden, $647(595)$ in Norway, 206 (174) in Finland, 204 (207) in the UK and 45 (33) in China

## Parent Company

The Parent Company reported sales of SEK 2,500 M $(2,347)$ and profit after financial items of SEK 152 M (218).

Investments during the period totalled SEK 39 $M$ (56). The Parent Company's contingent liabilities amounted to SEK 282 M (257).

## Events after the end of the period

Sales in November rose 4 per cent to SEK 662 M (636). In local currencies, sales rose 5 per cent. Compared with the same month in the preceding year, i9 stores (20) were added and the total number of stores as of 30 November 2012 was 171. Mail order/Internet sales amounted to SEK 13 M (io).

Sales were distributed as follows:
Sales areas (SEK M)

$$
\begin{array}{r}
\text { 2012/13 201I/I2 Percentage } \\
\text { change }
\end{array} \begin{array}{r}
\text { Percentage } \\
\text { change, } \\
\text { local currency }
\end{array}
$$

Countries

| Sweden | 307 | 301 | +2 | +2 |
| :--- | ---: | ---: | ---: | ---: |
| Norway | 267 | 257 | +4 | +4 |
| Finland | 60 | 51 | +17 | +25 |
| UK | 28 | 27 | +3 |  |
|  | 662 | 636 | +4 | +3 |

Total sales for the first seven months of the financial year (May - November 2012) rose 5 per cent to SEK $3,738 \mathrm{M}(3,575)$.

## Reduced tax rate in Sweden

On 2 I November 2012, the Swedish Parliament resolved to reduce the corporate tax rate from 26.3 per cent to 22 per cent, effective from the financial year commencing after the I January 2013 (for Clas Ohlson from the 2013/ı4 financial year). Deferred tax will be recalculated to match the lower tax rate in the third quarter of 2012/13, whereby deferred tax liabilities will be reduced by approximately SEK 31 M , with a corresponding reduction of deferred tax expense (revenue).

## Clas Ohlson included in sustainability index

As of 3 December, Clas Ohlson is included in NASDAQ OMX Sustainability Index, which is a guide for sustainable investments. The index is calculated and compiled by NASDAQ OMX in collaboration with GES Investment Services. The index includes leading companies with respect to sustainability and is based on an assessment of the companies' work involving the environment, social responsibility and corporate governance. The criteria are based on the UN's policies for responsible investments and the companies are ranked
based on GES's risk assessment model, whereby the highest ranking companies are included in the Index.

## Launch of new e-shopping platform in existing and new markets

At the end of April 2012, Clas Ohlson launched its new e-shopping platform in Sweden and Norway, followed by the launch in the UK at the end of June and in Finland in early September. This initiative is strategically important to efforts to satisfy customers through several parallel channels and to offer the best availability and service adapted to customer requirements. The launch is an initial step and will be followed by the continued development of our offering and the technical platform to create an integrated experience between various sales channels, thus increasing availability, service and sales. In late November, after the end of the reporting period, Clas Ohlson launched a mobile-adapted version of the e-shopping offering in all markets, an important part of our multi-channel strategy.
The new e-shopping platform has contributed to higher visitor traffic as well as increased sales. In Finland and the UK, where Clas Ohlson is not as recognised as in Sweden and Norway, e-shopping will serve as an important supplement to enable more customers to discover Clas Ohlson. The investment in e-shopping will also generate new opportunities to cost-efficiently establish the operation and expand in new markets. The objective over time is to offer more sales channels in all markets based on a combination of e-shopping and stores adapted to each country's specific conditions.
Based on these new opportunities, preparations for expansion in new markets have commenced, initially with e-shopping. Work on marketing and competitor surveys, translation of product manuals and information on products has been initiated for German-speaking markets. A launch in a German-speaking country is scheduled for the 2013/14 financial year, at the earliest.

## Nomination Committee in Clas Ohlson appointed

Clas Ohlson's Nomination Committee, which was formed in accordance with the resolution on the nomination process passed at the Annual General Meeting on 8 September 2012, has the following composition: Carl von Schantz, representing owner family Haid, Göran Sundström, representing owner family Tidstrand, Johan Held, AFA Försäkring, Johan Ståhl, Lannebo Fonder, as well as Anders Moberg, Chairman of the Board of Clas Ohlson AB. At the statutory meeting held on in December 2012, Johan Held was elected Chairman of Clas Ohlson's Nomination Committee. The task of the Nomination Committee is to submit nomination proposals, at the next Annual General Meeting, concerning the Chairman of the board, other Board members and auditors, as well as proposals pertaining to fees and other remuneration for Board assignments to each of the Board members and the auditors. The Nomination Committee must also submit proposals for the Chairman of the Annual General Meeting. The composition of the Nomination Committee is based on the owner
relationship as at 30 September 2012. Accordingly, a total of approximately 68 per cent of the company's shares (votes) is represented in the Nomination Committee. The above Nomination Committee will remain in place until a new Committee has been appointed.

## Outlook

Clas Ohlson's business concept of offering a broad and attractively priced product range to conveniently solve the practical problems of everyday life is highly attractive in established markets. The concept is unique in Europe and offers the potential for expansion to several countries and increasing market shares in existing markets.
Clas Ohlson continued to expand and reported positive business development with healthy profitability in its home markets during the most recent $201 \mathrm{I} / \mathrm{I} 2$ financial year. Growth in new European markets will occur in accordance with the long-term financial objectives. In coming years, establishments in new markets will have an impact of 2-3 percentage points on Clas Ohlson's operating margin during a financial year.
During the 2012/13 financial year, Clas Ohlson plans to establish a total of $15-20$ stores. The prerequisites for establishing new stores in Sweden and Norway are considered to remain positive, despite a high degree of store concentration. The Finnish operations have shown a positive trend in recent years and the country offers continued healthy growth potential. Clas Ohlson also sees favourable, long-term growth potential in the UK, but the rate of expansion will be adapted to prevailing market conditions. The company expects it to take time to establish the brand and position in a new market and the conversion rate, average purchase and sales are estimated to increase successively in the coming years.
The continued development of Clas Ohlson's product range and sales channels, including the new e-shopping platform, will create additional growth opportunities, both in established markets and in new markets in Europe.

## Long-term financial objectives

The objective for long-term sales growth is a minimum annual growth rate of io per cent, measured as the average annual sales increase over a five-year period. The profitability objective is to achieve an operating margin of at least io per cent annually. The margin objective includes the adverse impact of 2-3 percentage points that is expected to result from the on-going expansion into new markets.

## Risks and uncertainties

Clas Ohlson's operations entail risks that could negatively impact the Group to varying extents. Work is continuously under way to update the Group's risk situation through a documented and systematic process whereby risks are identified, measured, monitored and reported. The highest priority is placed on the risks that are deemed to have the most negative impact based on the probability of occurrence and the possible impact on the operations. This work contributes to the strategic and operational control of the company.

Operational risks primarily comprise the establishment in the UK, purchasing in Asia, competition, logistics, strikes, key employees, social responsibility, product range and shrinkage, while financial risks mainly comprise economic trends, wage inflation, raw-material prices, transport costs and exchange-rate exposure.
For a more detailed description of the Group's risks and risk management, refer to the 2011/I2 Annual Report, pages 24-26. Apart from the risks described in the Annual Report, no other significant risks have arisen.

## Accounting policies

Clas Ohlson applies the International Financial Reporting Standards (IFRS) adopted by the EU. This interim report has been prepared in accordance with the Swedish Annual Accounts Act, IAS 34 Interim Financial Reporting and RFR i Supplementary Accounting Rules for Groups.

The Parent Company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's Recommendation RFR 2. The same accounting policies are applied as for the Group, except in those cases indicated in the section headed "Parent Company accounting policies" on page 64 of the 2011/12 Annual Report. The same accounting policies and calculation methods are applied as in the latest annual report except as listed below.

The IASB (International Accounting Standards Boards) has issued new and revised IFRS standards, as well as interpretations that apply from I May 2012. However, these had no significant impact on the Group's profit or balance sheet.

For a more detailed description of the accounting policies applied to the Group and Parent Company in this interim report, refer to the 2011/12 Annual Report, pages 62-64.

## Financial information

Up-to-date information is available on Clas Ohlson's website: http://om.clasohlson.com under "Shareholders" and from Clas Ohlson AB's head office at Insjön; tel: +46 (o)247-444 oo, fax +46 (o) 247-444 25 .

- The interim report for the third quarter of $2012 / 13$ will be published on $\mathrm{I}_{2}$ March 2013
- The year-end report for the $2012 / 13$ financial year will be published on I2 June 2013.
- The Annual Report for the 2012/13 financial year will be published in August 2013
- The Annual General Meeting for the $2012 / 13$ financial year will be held on Saturday 7 September 2013 at Clas Ohlson's distribution centre in Insjön.
For more information, please contact:
Klas Balkow, President and CEO $+46(0) 247-444$ oo John Womack,
Director of Information and IR $\quad+46$ (o)247-444 05
The information in this interim report is such that Clas Ohlson is obligated to publish according to the Securities Market Act. The information was submitted for publication on I2 December 2012 at 8:0o a.m. (CET).


## Assurance

The six-month report provides a true and fair view of the Parent Company's and the Group's operations, position and earnings and describes the significant risks and uncertainties facing the Parent Company and the companies included in the Group.

Insjön, i2 December 2012

Anders Moberg
Björn Haid
Sanna Suvanto-Harsaae
Chairman of the Board

Lottie Svedenstedt
Urban Jansson

## Cecilia Marlow

Edgar Rosenberger
Johan Åhlberg
Employee Representative
(Swedish Commercial
Employees' Union)

Henrik Andersson
Employee Representative
(Unionen)

Klas Balkow
President and CEO

## Review report

## Introduction

We have reviewed the interim report of Clas Ohlson AB (publ) for the period I May 2012 to 3I October 2012. The Board of Directors and the Chief Executive Officer are responsible for the preparation of this interim report in accordance with IAS 34 and the Swedish Annual Accounts Act. Our responsibility is to express a conclusion on the interim financial information based on our review.

## The focus and scope of the review

We conducted our review in accordance with the Standard on Review Engagements SÖG 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review has a different focus and a substantially more limited scope than an audit conducted in accordance with Standards on Auditing in Sweden RS and other generally accepted auditing practices. The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Therefore, the conclusion expressed on the basis of a review does not provide the same level of assurance as a conclusion expressed on the basis of an audit.

## Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the interim report has not, in all material aspects, been compiled for the Group in accordance with IAS 34 Interim Reporting and the Swedish Annual Accounts Act and for the Parent Company, in accordance with the Swedish Annual Accounts Act.

Insjön 12 december 2012
Öhrlings PricewaterhouseCoopers AB

## Annika Wedin

Authorised public accountant
Auditor-in-charge

Lennart Danielsson
Authorised public accountant

## Clas Ohlson in brief

## Business concept

Our business concept is to make it easy for people to solve their everyday practical problems.

This business concept is based on an original saying by the founder Clas Ohlson: "We will sell dependable products at low prices and the right quality according to need."

## Vision and objectives

We aim to develop a strong European retain chain characterised by high profitability and healthy growth in shareholder value. This will be achieved by being the self-evident choice for people's practical problemsolving in everyday life.

## Sales growth of at least 10 per cent

The profitability objective is to achieve an operating margin of at least io per cent. In coming years, it is estimated that establishment in new markets (currently the UK) will negatively impact Clas Ohlson's operating margin by up to 2-3 percentage points over a financial year. Growth in new markets in Europe is to track the long-term financial objective.

## Operating margin at least 10 per cent

The profitability objective is an operating margin of at least io per cent. During coming years, it is estimated
that establishment in new markets (currently the UK) will have a negative impact on Clas Ohlson's operating margin by up to 2-3 percentage points over a financial year. Growth in new markets in Europe is to track the long-term financial objective.

## Business model and strategies

## An affordable and attractive range

Our product range will be adapted to focus on meeting the needs of customers in their everyday lives. The products must be attractively priced and have the right quality according to need. Clas Ohlson's range should be versatile and contain smart and affordable solutions.

## High level of service

We will provide a high service level through helpful and knowledgeable employees who guide customers to simple solutions. Our employees are to have broad and extensive knowledge of the product range. We will also offer DIY guides, inspiration, tips and advice through our website, social media and catalogues.

## Accessible and inspiring

We will be present in attractive locations that people frequent in their everyday lives and via e-commerce, catalogues and telephone. Customers should find it easy and inspiring to solve their everyday practical problems with us through the various sales and communica-
tion channels we offer. Our stores should preferably be located in strong central shopping centres or in attractive external store locations as a complement to our city stores.

## Responsible for people and

## the environment

We take responsibility for our own operations and our impact on people and the environment. We also make demands on our suppliers with regard to working conditions, the work environment and the environmental impact. Clas Ohlson is also involved in important social issues and supports local associations and purposes in Dalarna where the company has its roots. We also support a few selected national or international non-profit organisations where we can help to contribute in a broader context in the countries where we operate.

## Seasonal variations

Clas Ohlson's market and operations are subject to seasonal variations, whereby the third quarter (NovJan ) is generally deemed the strongest, followed by the first and second quarters and finally the fourth quarter, which are the weakest in terms of sales and profit. Refer to the sales and operating profit per quarter diagram.

## Definitions

## Cash flow from operations

Internally generated funds including changes in working capital.

## Working capital

Total of current assets, excluding cash and cash equivalents, less current liabilities.

## Capital employed

Balance-sheet total less non-interest-bearing liabilities and provisions. Average capital employed is calculated as the average of opening and closing capital employed during the year.

## Gross margin

Gross profit in the income statement as percentage of net sales for the financial year.

## Operating margin

Operating profit as a percentage of net sales for the financial year.

## Return on equity

Net profit for the year as stated in the income statement and expressed as a percentage of average equity.

## Equity/assets ratio

Equity at the end of the year as a percentage of the balance-sheet total

## Sales per square metre in store

Store sales in relation to effective retail space. For new stores, a conversion has been made in relation to how long the store has been open.

## Earnings per share

Profit after tax in relation to average number of shares.

## Gross cash flow per share

Profit after tax plus depreciation in realtion to average number of shares.

| SEKm | 3 months 01/08/1231/10/12 | $\begin{gathered} 3 \text { months } \\ 01 / 08 / 11- \\ 31 / 10 / 11 \end{gathered}$ | $\begin{array}{r} 6 \text { months } \\ 01 / 05 / 12- \\ 31 / 10 / 12 \end{array}$ | $\begin{gathered} 6 \text { months } \\ 01 / 05 / 11- \\ 31 / 10 / 11 \end{gathered}$ | Rolling 12 months 12 months 01/11/1131/10/12 | Latest annual accounts 12 months 01/05/1130/04/12 | $\begin{gathered} 12 \text { months } \\ 01 / 05 / 10- \\ 30 / 04 / 11 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales | 1,614.2 | 1,552.5 | 3,076.3 | 2,939.5 | 6,396.8 | 6,260.0 | 5,828.0 |
| Cost of goods sold | -936.8 | -896.5 | -1,777.1 | -1,692.3 | -3,708.5 | -3,623.7 | -3,401.7 |
| Gross profit | 677.4 | 656.0 | 1,299.2 | 1,247.2 | 2,688.3 | 2,636.3 | 2,426.3 |
| Selling expenses | -530.8 | -490.8 | -1,007.1 | -918.7 | -1,995.0 | -1,906.6 | -1,761.6 |
| Administrative expenses | -44.6 | -41.4 | -89.3 | -84.8 | -172.9 | -168.4 | -156.9 |
| Other operating income/expenses | 0.0 | -0.2 | -0.3 | -0.5 | -0.5 | -0.7 | -0.7 |
| Operating profit | 102.0 | 123.6 | 202.5 | 243.2 | 519.9 | 560.6 | 507.1 |
| Net financial income/expenses | -1.9 | -2.8 | -3.1 | -6.4 | -6.3 | -9.6 | -8.1 |
| Profit after financial items | 100.1 | 120.8 | 199.4 | 236.8 | 513.6 | 551.0 | 499.0 |
| Income tax | -27.7 | -32.7 | -54.5 | -64.0 | -141.0 | -150.5 | -134.6 |
| Profit for the period | 72.4 | 88.1 | 144.9 | 172.8 | 372.6 | 400.5 | 364.4 |
| Gross margin (\%) | 42.0 | 42.3 | 42.2 | 42.4 | 42.0 | 42.1 | 41.6 |
| Operating margin (\%) | 6.3 | 8.0 | 6.6 | 8.3 | 8.1 | 9.0 | 8.7 |
| Return on capital employed (\%) | - | - | - | - | 27.7 | 27.9 | 24.6 |
| Return on equity (\%) | - | - | - | - | 21.2 | 23.1 | 22.5 |
| Equity/assets ratio (\%) | 49.3 | 49.6 | 49.3 | 49.6 | 49.3 | 60.3 | 51.5 |
| Sales per sq.m in stores, SEK thousand | - | - | - | - | 33 | 34 | 34 |
| Data per share |  |  |  |  |  |  |  |
| Number of shares before dilution | 63,287,808 | 63,615,000 | 63,409,672 | 63,656,768 | 63,511,492 | 63,635,998 | 63,802,230 |
| Number of shares after dilution | 63,340,428 | 63,655,946 | 63,464,513 | 63,702,198 | 63,560,456 | 63,702,052 | 63,870,584 |
| Number of shares at end of period | 63,287,808 | 63,615,000 | 63,287,808 | 63,615,000 | 63,287,808 | 63,615,000 | 63,710,000 |
| Earnings per share before dilution (SEK) | 1.14 | 1.38 | 2.29 | 2.71 | 5.87 | 6.29 | 5.71 |
| Earnings per share after dilution (SEK) | 1.14 | 1.38 | 2.28 | 2.71 | 5.86 | 6.29 | 5.71 |
| Equity per share (SEK) | 26.26 | 25.28 | 26.26 | 25.28 | 26.26 | 28.98 | 26.01 |

## Consolidated comprehensive income statement

| SEKm | 3 months 01/08/1231/10/12 | 3 months 01/08/1131/10/11 | 6 months 01/05/1231/10/12 | 6 months 01/05/1131/10/11 | Rolling 12 months 12 months 01/11/1131/10/12 | Latest annual accounts 12 months 01/05/1130/04/12 | $\begin{array}{r} 12 \text { months } \\ 01 / 05 / 10- \\ 30 / 04 / 11 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Profit for the period | 72.4 | 88.1 | 144.9 | 172.8 | 372.6 | 400.5 | 364.4 |
| Other comprehensive income, net of tax: Exchange differences | 17.6 | 0.5 | -20.4 | 18.4 | -17.9 | 20.9 | -52.3 |
| Cash flow hedging | -12.3 | 8.8 | -1.0 | 5.4 | 1.6 | 8.0 | -6.3 |
| Other comprehensive income, net of tax: | 5.3 | 9.3 | -21.4 | 23.8 | -16.3 | 28.9 | -58.6 |
| Total comprehensive income for the period | 77.7 | 97.4 | 123.5 | 196.6 | 356.3 | 429.4 | 305.8 |

Consolidated Balance Sheet

| SEKm | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ | $30 / 04 / 12$ |
| :--- | ---: | ---: | ---: |
| Assets | $\mathbf{1 0 2 . 9}$ | 56.5 | 87.4 |
| Intangible assets | $\mathbf{1 , 4 0 1 . 4}$ | $1,440.2$ | $1,427.6$ |
| Tangible assets | $\mathbf{3 . 6}$ | 10.3 | 3.5 |
| Financial assets | $\mathbf{1 , 4 9 6 . 0}$ | $1,410.0$ | $1,228.7$ |
| Inventories | $\mathbf{2 5 9 . 1}$ | 201.6 | 197.5 |
| Other receivables | $\mathbf{1 0 6 . 0}$ | 120.5 | 111.8 |
| Liquid assets | $\mathbf{3 , 3 6 9 . 0}$ | $3,239.1$ | $3,056.5$ |
| Total assets | $\mathbf{1 6 6 2 . 0}$ | $1,608.1$ | $1,843.8$ |
| Equity and liabilities | $\mathbf{1 7 9 . 2}$ | 155.0 | 195.8 |
| Equity | $\mathbf{2 4 8 . 3}$ | 385.4 | 30.0 |
| Long-term liabilities, Non-interest-bearing | $\mathbf{1 , 2 7 9 . 5}$ | $1,090.6$ | 986.9 |
| Current liabilities, Interest-bearing | $\mathbf{3 , 3 6 9 . 0}$ | $3,239.1$ | $3,056.5$ |
| Current liabilities, Non-interest-bearing |  |  |  |
| Total equity and liabilities |  |  |  |

Consolidated Cash Flow

| SEKm | $\begin{array}{r} 3 \text { months } \\ 01 / 08 / 12- \\ 31 / 10 / 12 \end{array}$ | $\begin{gathered} 3 \text { months } \\ 01 / 08 / 11- \\ 31 / 10 / 11 \end{gathered}$ | 6 months 01/05/1231/10/12 | $\begin{gathered} 6 \text { months } \\ 01 / 05 / 11- \\ 31 / 10 / 11 \end{gathered}$ | $\begin{array}{r} 12 \text { months } \\ 01 / 05 / 11- \\ 30 / 04 / 12 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Operating profit | 102.0 | 123.6 | 202.5 | 243.2 | 560.6 |
| Adjustment for items not included in cash flow | 49.7 | 48.0 | 104.4 | 101.0 | 188.5 |
| Interest received | 0.3 | 1.5 | 0.7 | 2.3 | 6.0 |
| Interest paid | -1.8 | -4.4 | -3.4 | -8.8 | -16.6 |
| Tax paid | -28.3 | -29.8 | -63.4 | -41.6 | -77.3 |
| Cash flow from operating activities before changes in working capital | 121.9 | 138.9 | 240.8 | 296.1 | 661.2 |
| Change in working capital | -41.6 | 97.2 | -65.1 | 216.1 | 303.7 |
| Cash flow from operating activities | 80.3 | 236.1 | 175.7 | 512.2 | 964.9 |
| Investments in tangible assets | -52.0 | -49.3 | -72.8 | -81.6 | -151.4 |
| Investments in intangible assets | -7.9 | -12.3 | -21.5 | -23.7 | -55.5 |
| Sale of equipment | 0.2 | 0.0 | 0.2 | 0.0 | 0.6 |
| Change in financial assets | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |
| Cash flow from investing activities | -59.7 | -61.6 | -94.1 | -105.3 | -206.1 |
| Change in current liabilities, Interest-bearing | 98.3 | -118.2 | 68.3 | -176.3 | -231.7 |
| Borrowings | 150.0 | 0.0 | 150.0 | 0.0 | 0.0 |
| Repayment of loans | 0.0 | 0.0 | 0.0 | 0.0 | -300.0 |
| Repurchase of own shares | 0.0 | 0.0 | -36.2 | -11.2 | -11.2 |
| Sale of own shares | 0.8 | 0.0 | 0.8 | 0.0 | 0.0 |
| Dividend to shareholders | -269.0 | -238.6 | -269.0 | -238.6 | -238.6 |
| Cash flow from financing activities | -19.9 | -356.8 | -86.1 | -426.1 | -781.5 |
| Cash flow for the period | 0.7 | -182.3 | -4.5 | -19.2 | -22.7 |
| Liquid assets at the start of the period | 103.4 | 306.3 | 111.8 | 132.6 | 132.6 |
| Exchange rate difference for liquid assets | 1.9 | -3.5 | -1.3 | 7.1 | 1.9 |
| Liquid assets at the end of the period | 106.0 | 120.5 | 106.0 | 120.5 | 111.8 |

Turnover by segments

|  | 3 months | 3 months | 6 months | 6 months |
| :--- | ---: | ---: | ---: | ---: |
|  | 01/08/12- | 01/08/11- | 01/05/12- | $01 / 05 / 11-$ |
|  | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ |
| SEKm | $\mathbf{7 4 2 . 2}$ | 722.2 | $\mathbf{1 , 4 3 3 . 7}$ | $1,389.4$ |
| Sweden | $\mathbf{6 6 9 . 0}$ | 645.7 | $\mathbf{1 , 2 6 2 . 4}$ | $1,199.7$ |
| Norway | $\mathbf{2 0 3 . 0}$ | 184.6 | $\mathbf{3 8 0 . 2}$ | 350.4 |
| Finland and UK | $\mathbf{7 1 1 . 3}$ | 535.8 | $\mathbf{1 , 0 6 6 . 7}$ | 957.9 |
| Group functions |  |  |  |  |
| Sales to other | $\mathbf{- 7 1 1 . 3}$ | $\mathbf{- 5 3 5 . 8}$ | $\mathbf{- 1 , 0 6 6 . 7}$ | -957.9 |
| segments | $\mathbf{1 , 6 1 4 . 2}$ | $\mathbf{1 , 5 5 2 . 5}$ | $\mathbf{3 , 0 7 6 . 3}$ | $2,939.5$ |
| Total |  |  |  |  |

Operating profits by segments

|  | 3 months | 3 months | 6 months | months |
| :--- | ---: | ---: | ---: | ---: |
|  | 01/08/12- | 01/08/11- | 01/05/12- | $01 / 05 / 11-$ |
| SEKm | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ |
| Sweden | $\mathbf{2 5 . 0}$ | 27.8 | $\mathbf{4 7 . 2}$ | 52.2 |
| Norway | $\mathbf{2 3 . 2}$ | 25.4 | $\mathbf{4 3 . 0}$ | 45.6 |
| Finland and UK | $\mathbf{5 . 1}$ | 4.8 | $\mathbf{9 . 5}$ | 9.4 |
| Group functions | $\mathbf{4 8 . 7}$ | 65.6 | $\mathbf{1 0 2 . 8}$ | 136.0 |
| Total | $\mathbf{1 0 2 . 0}$ | 123.6 | $\mathbf{2 0 2 . 5}$ | 243.2 |

Specification of change in results

|  | 3 months <br> 01/08/12- | 6 months <br> 01/05/11- |
| :--- | ---: | ---: |
| (After financial items. in SEKm) | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ |
| Profit from sales | $\mathbf{- 1 3 . 1}$ | $\mathbf{- 2 4 . 5}$ |
| Change in gross margin | $\mathbf{- 4 . 6}$ | -6.0 |
| Increased administrative expenses | $\mathbf{- 3 . 2}$ | -4.5 |
| Change in expansion costs stores | $\mathbf{3 . 4}$ | 3.3 |
| Increased depreciation | $\mathbf{- 4 . 3}$ | -9.2 |
| Change in financial income/expenses | $\mathbf{0 . 9}$ | 3.3 |
| Change in other operating |  |  |
| income/expenses | $\mathbf{0 . 2}$ | 0.2 |
| Total | $\mathbf{- 2 0 . 7}$ | $\mathbf{- 3 7 . 4}$ |

Change in equity

|  | $\mathbf{6}$ months | 6 months |
| :--- | ---: | ---: |
|  | $\mathbf{0 1 / 0 5 / 1 2 -}$ | $01 / 05 / 11-$ |
| SEKm | $\mathbf{3 1 / 1 0 / 1 2}$ | $31 / 10 / 11$ |
| Equity brought forward | $\mathbf{1 , 8 4 3 . 8}$ | $1,656.8$ |
| Dividend to shareholders | $\mathbf{- 2 6 9 . 0}$ | $\mathbf{- 2 3 8 . 6}$ |
| Repurchase of own shares | $\mathbf{- 3 6 . 2}$ | $\mathbf{- 1 1 . 2}$ |
| Sale of own shares | $\mathbf{0 . 8}$ | 0.0 |
| Paid-in option premiums | $\mathbf{- 0 . 9}$ | 4.5 |
| Total comprehensive income | $\mathbf{1 2 3 . 5}$ | 196.6 |
| Equity carried forward | $\mathbf{1 , 6 6 2 . 0}$ | $\mathbf{1 , 6 0 8 . 1}$ |

Results per quarter

|  | Q2 | Q1 | Q4 | Q 3 | Q 2 | Q 1 | Q 4 | Q 3 | Q 2 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| SEKm | $12 / 13$ | $12 / 13$ | $11 / 12$ | $11 / 12$ | $11 / 12$ | $11 / 12$ | $10 / 11$ | $10 / 11$ | $10 / 11$ |
| Sales | $1,614.2$ | $1,462.1$ | $1,271.9$ | $2,048.6$ | $1,552.5$ | $1,387.0$ | $1,163.6$ | $1,906.0$ | $1,434.9$ |
| Cost of goods sold | -936.8 | -840.3 | -751.7 | $-1,179.7$ | -896.5 | -795.8 | -694.9 | $-1,097.6$ | -840.2 |
| Other operating expenses | -575.4 | -521.3 | -510.0 | -561.7 | -532.4 | -471.6 | -465.1 | -538.9 | -476.2 |
| Operating profit | 102.0 | 100.5 | 10.2 | 307.2 | 123.6 | 119.6 | 3.6 | 269.5 | 118.5 |
| Operating margin (\%) | 6.3 | 6.9 | 0.8 | 15.0 | 8.0 | 8.6 | 0.3 | 14.1 | 8.3 |
| Data per share |  |  |  |  |  |  |  |  |  |
| Equity per share (SEK) | 26.26 | 29.27 | 28.98 | 28.69 | 25.28 | 27.47 | 26.01 | 25.93 | 23.27 |

## Sales (SEKm)



Operating profit (sEKm)


Shaded bar = Financial year 01/05/12-30/04/13
White bar = Financial year 01/05/11-30/04/12

Quarter 1 relates to period May-Jul, quarter 2 Aug-Oct, quarter 3 Nov-Jan and quarter 4 the period Feb-Apr.

[^0]Parent company Income Statement

| SEKm | Note | $\begin{array}{r} 3 \text { months } \\ 01 / 08 / 12- \\ 31 / 10 / 12 \end{array}$ | 3 months <br> 01/08/11- <br> 31/10/11 | $\begin{array}{r} 6 \text { months } \\ 01 / 05 / 12- \\ 31 / 10 / 12 \end{array}$ | 6 months 01/05/1131/10/11 | Rolling 12 months 12 months 01/11/1131/10/12 | Latest annual accounts 12 months 01/05/1130/04/12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales |  | 1,453.4 | 1,258.0 | 2,500.4 | 2,347.3 | 5,077.4 | 4,924.3 |
| Cost of goods sold | 1 | -986.1 | -886.0 | -1,804.2 | -1,634.1 | -3,621.2 | -3,451.1 |
| Gross profit |  | 467.3 | 372.0 | 696.2 | 713.2 | 1,456.2 | 1,473.2 |
| Selling expenses | 1 | -239.4 | -219.3 | -468.3 | -420.0 | -914.3 | -866.0 |
| Administrative expenses | 1 | -34.3 | -32.2 | -69.8 | -66.6 | -131.7 | -128.5 |
| Other operating income/expenses |  | -0.2 | -0.2 | -0.5 | -0.5 | -0.8 | -0.8 |
| Operating profit |  | 193.4 | 120.3 | 157.6 | 226.1 | 409.4 | 477.9 |
| Net financial items |  | -2.9 | -4.0 | -5.6 | -8.4 | 5.5 | 2.7 |
| Profit after financial items |  | 190.5 | 116.3 | 152.0 | 217.7 | 414.9 | 480.6 |
| Appropriations |  | 0.0 | 0.0 | 0.0 | 0.0 | -148.6 | -148.6 |
| Profit before tax |  | 190.5 | 116.3 | 152.0 | 217.7 | 266.3 | 332.0 |
| Income tax |  | -51.3 | -30.8 | -40.1 | -57.5 | -68.2 | -85.6 |
| Profit for the period |  | 139.2 | 85.5 | 111.9 | 160.2 | 198.1 | 246.4 |

## Parent company Balance Sheet

| SEKm | $\mathbf{3 1 / 1 0 / 1 2}$ | $\mathbf{3 1 / 1 0 / 1 1}$ | $\mathbf{3 0} / 04 / 12$ |
| :--- | ---: | ---: | ---: |
| Assets |  |  |  |
| Intangible assets | $\mathbf{1 0 2 . 8}$ | 56.5 | 87.4 |
| Tangible assets | $\mathbf{1 , 0 2 9 . 1}$ | $1,095.5$ | $1,069.4$ |
| Financial assets | $\mathbf{2 3 9 . 4}$ | 456.3 | 446.7 |
| Inventories | $\mathbf{1 , 0 1 5 . 3}$ | 978.5 | 838.5 |
| Other receivables | $\mathbf{5 0 1 . 1}$ | 321.4 | 192.3 |
| Liquid assets | $\mathbf{3 1 . 6}$ | 60.1 | 86.1 |
| Total assets | $\mathbf{2 , 9 1 9 . 3}$ | $2,968.3$ | $2,720.4$ |
| Equity and liabilities |  |  |  |
| Equity | $\mathbf{7 3 9 . 8}$ | 856.9 | 948.8 |
| Untaxed reserves | $\mathbf{7 2 3 . 1}$ | 574.5 | 723.1 |
| Provisions | $\mathbf{1 6 . 5}$ | 16.3 | 13.9 |
| Long-term liabilities, Non-interest-bearing | $\mathbf{5 . 0}$ | 5.0 | 5.0 |
| Current liabilities, Interest-bearing | $\mathbf{2 4 8 . 3}$ | 385.4 | 30.0 |
| Current liabilities, Non-interest-bearing | $\mathbf{1 , 1 8 6 . 6}$ | $1,130.2$ | 999.6 |
| Total equity and liabilities | $\mathbf{2 , 9 1 9 . 3}$ | $2,968.3$ | $2,720.4$ |
| Pledged assets | 0.0 | 97.0 | 0.0 |
| Contingent liabilities | 281.8 | 256.9 | 281.5 |

## Note 1 Depreciation

Depreciation for the first six months amounts to 64.3 SEKm (56.0 SEKm).
Depreciation for the second quarter amounts to 32.3 SEKm (28.1 SEKm).

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[^0]:    This interim report has been prepared in Swedish and translated into English. In the event of any discrepancies between the Swedish and the translation, the former shall have precedence.

