



PRESS RELEASE November 6 2008

Axfood's sales October 2008

Consolidated net sales (excluding VAT) totalled SEK 2,744 m (2,483), a rise of 10.5% compared with the same period a year ago. Net sales for stores in Sweden owned by the Group rose by 12.6% for the month of October, with a 6.4% rise in like-for-like sales.

Sales for the period January-October 2008 in wholly owned stores rose by 10.2%, with a 5.6% rise in like-for-like sales. Consolidated net sales totalled SEK 26,262 m (24,019), an increase of 9.3%. Net sales for Axfood's stores (wholly owned and franchise units) rose by 9.9%, with a 5.3% rise in like-for-like sales.

Hemköp's sales (wholly owned and franchise units) rose by 3.1 % during the month, with no change in like-for-like sales. Accumulated sales rose by 3.3%, with a 0.1% rise in like-for-like sales.

Net sales for Hemköp's wholly owned stores decreased by 0.1% during the month, with a 2.3% decrease in like-for-like sales. Accumulated sales rose by 0.2%, with a 2.3% decrease in like-for-like sales.

Willys' sales rose by 11.8% during the month, with a 9.0% rise in like-for-like sales. Accumulated sales rose by 9.7% with a 8.2% rise in like-for-like sales.

PrisXtra's net sales* totalled SEK 69 m, a 14.4% rise. Like-for-like sales decreased by 2.9% during the month. Accumulated sales decreased by 0.6%.

Sales per business operation are broken down as follows:

	Jan-Oct 2008 SEK m	Jan-Oct 2007 SEK m	Change
Hemköp	4,653	4,642	0.2%
Willys	13,864	12,640	9.7%
PrisXtra	519	0	
Dagab ¹⁾	19,467	17,524	11.1%
Axfood Närlivs ²⁾	4,770	4,546	4.9%
Other ³⁾	1,601	969	65.2%
Internal sales ⁴⁾	-18,612	-16,302	14.2%
Total	26,262	24,019	9.3%
<u>Of which distributed sales</u>			
1) Dagab	12,705	11,446	11.0%
2) Närlivs	3,840	3,657	5.0%

³⁾ Includes support companies and joint-Group functions.

⁴⁾ Of which Dagab SEK 17,141 m (15,454 m).

* PrisXtras sales was consolidated by 1 February 2008 in the Axfood group.

Preliminary sales figures will be presented on the following date: 4/12 (Nov).

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys, Willys hemma and PrisXtra, comprising slightly more than 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange. Axel Johnson AB is the principal owner, with approximately 46% of the shares.