



Press release 15 October 2014

Clas Ohlson increase sales in September 2014

Sales increased by 9 per cent in September to 574 MSEK (525). In local currencies, sales increased by 7 per cent.

Compared with the same month previous year, 8 stores have been added and the total number of stores end of September 2014 was 188, including one franchise store in Dubai.

Sales were distributed as follows:

| Countries, MSEK | September 2014/15 | September 2013/14 | Percentage change | Percentage change, local currency |
|--------------------------|----------------------|----------------------|----------------------|---|
| Sweden | 251 | 245 | +2 | +2 |
| Norway | 239 | 208 | +15 | +11 |
| Finland | 56 | 49 | +14 | +8 |
| Outside Nordic countries | 28 | 23 | +20 | +7 |
| | 574 | 525 | +9 | +7 |

Total sales during the first five months of the fiscal year (May to September 2014) increased by 9 per cent to 2,827 MSEK (2,593). In local currencies, sales increased by 8 per cent.

The second quarter interim report 2014/15 will be published at 07:00 CET on Tuesday 9 December 2014. The report will be presented on the same day at 08:00 CET in Clas Ohlson's store at Drottninggatan 53 in Stockholm, Sweden.

For more information please contact:

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The information in this press release comprises information that Clas Ohlson AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. The information was released for publication at 08:00 CET on Wednesday 15 October 2014.

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.