



Press release 14 November 2014

## Clas Ohlson increase sales in October 2014

Sales increased by 6 per cent in October to 629 MSEK (592). In local currencies, sales increased by 4 per cent.

Compared with the same month previous year, 11 stores have been added and the total number of stores end of October 2014 was 192, including one franchise store in Dubai.

Sales were distributed as follows:

Countries, MSEK	October 2014/15	October 2013/14	Percentage change	Percentage change, local currency
Sweden	282	275	+3	+3
Norway	256	238	+7	+5
Finland	63	57	+11	+5
Outside Nordic countries	28	22	+30	+16
	629	592	+6	+4

Total sales during the first six months of the fiscal year (May to October 2014) increased by 9 per cent to 3,457 MSEK (3,184). In local currencies, sales increased by 7 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 08:30 CET (please note new time) 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 Friday 14 November 2014.*

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**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](http://www.clasohlson.com).