



Press release 10 June 2015

Clas Ohlson to open new store just outside London

Clas Ohlson is to open a new store in St Albans, just outside London, in September 2015. This represents the first step in Clas Ohlson's continued expansion in the UK market and optimisation of the existing store network.

Clas Ohlson has signed a contract to open a new store in the Maltings Shopping Centre in St Albans, just outside London. The store will be constructed in our new smaller store format where omni channel and interaction between stores and e-commerce becomes more accessible for customers. The retail space will total approximately 300 square metres.

The store's catchment area is large, with the primary catchment area alone comprises approximately 110,000 residents. The store has a prime location in the shopping centre, which attracts about 21 million visitors every year. The new store is scheduled to open in September 2015.

In connection with this, the store in Merry Hill in Birmingham will close in August 2015, with a closing cost of around 10 MSEK in the first quarter as a result, which is expected to be balanced out during 2015/16.

During the 2015/16 financial year, Clas Ohlson plans to establish a total of 10-15 new stores. The total number of future store establishments under contract is 14. Clas Ohlson currently offers online shopping in all its markets and has a total of 198 stores, of which 80 are situated in Sweden, 73 in Norway, 32 in Finland, 12 in the UK and a franchise store in Dubai.

Future store openings

Sweden

Värmdö Centre, Stockholm, scheduled to open in June 2015

Bergvik Shopping Centre, Karlstad, scheduled to open in August 2015

Center Syd, Löddeköpinge, scheduled to open in October 2015

Mall of Scandinavia, Solna, Stockholm, scheduled to open in November 2015

Uddevalla Torp, Uddevalla, scheduled to open in spring of 2016

Umeå Syd, Umeå, scheduled to open in spring of 2016

Norway

Sandefjord, scheduled to open in autumn of 2015

Svolvær, scheduled to open in August 2016

Finland

Iso Omena, Espoo, scheduled to open in October 2015

Mylly Shopping Centre, Raisio, scheduled to open in November 2015



UK

St Albans, London, scheduled to open in September 2015

Germany

Jungfernstieg, Hamburg, scheduled to open in summer of 2016

Altona, Hamburg, scheduled to open in autumn of 2016

Alstertal, scheduled to open in autumn of 2016

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, the company trades 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, Multimedia, Home and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of more than 7 billion SEK and slightly more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.