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Clas Ohlson to open new stores in Hamburg

Clas Ohlson is preparing for establishing operations in the German market with retail stores and online shopping, and will open its first three German stores in Hamburg beginning in the summer of 2016. This is Clas Ohlson's first step into the German market.

Clas Ohlson has signed contracts for three new stores in Hamburg, one centrally located in the heart of the city, another located in the popular Altona city district and a store in Hamburg's largest shopping centre in the Alstertal city district. The stores are scheduled to be opened beginning in the summer of 2016.

"I am happy to announce that we now have contracts finalised for three stores in Hamburg as the first step in establishing Clas Ohlson in the German market. With these three store contracts, strategically located in one city, we have created optimal conditions for a good start in Germany," says Klas Balkow, President and CEO of Clas Ohlson.

The initial three store locations that have been agreed for establishing Clas Ohlson in Germany are:

- A store located in Hamburg city centre on Jungfernstieg, one of the most popular shopping streets. The retail space will total approximately 1,800 square metres. The store's catchment area is approximately 680,000 residents. The new store is scheduled to open in the summer of 2016.
- A store located in Altona, one of Hamburg's most popular city districts. The retail space will total approximately 1,100 square metres. The store's catchment area is approximately 250,000 residents. The new store is scheduled to open in the autumn of 2016.
- A store in Hamburg's largest shopping centre in the Alstertal city district. The retail space will total approximately 1,100 square metres. The store's catchment area is approximately 220,000 residents. The new store is scheduled to open in the autumn of 2016.

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:

Sara Kraft Westrell, Director of Information and IR, phone +46 247 649 13

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.