

Press release 14 August 2015

Clas Ohlson increase sales in July 2015

Sales increased by 9 per cent in July to 641 MSEK (586). In local currencies, sales increased by 11 per cent.

Compared with the same month previous year, 13 stores have been added and the total number of stores end of July 2015 was 199, including one franchise store in Dubai.

Sales were distributed as follows:

| Countries, MSEK | July 2015/16 | July 2014/15 | Percentage change | Percentage change, local currency |
|--------------------------|-----------------|-----------------|----------------------|---|
| Sweden | 296 | 265 | +12 | +12 |
| Norway | 249 | 233 | +7 | +12 |
| Finland | 65 | 59 | +10 | +8 |
| Outside Nordic countries | 31* | 29 | +9 | -4 |
| | 641 | 586 | +9 | +11 |

* Negatively affected due to periodisation in supplies to franchisee.

Total sales during the first three months of the fiscal year (May to July 2015) increased by 8 per cent to 1,770 MSEK (1,642). In local currencies, sales increased by 8 per cent.

The first quarter interim report 2015/16 will be published at 07:00 CET on Wednesday 9 September 2015. The report will be presented on the same day at 08:30 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 07:00 CET on Friday 14 August 2015.

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 small 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 over 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.