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Axfood's sales July 2007

Consolidated net sales (excluding VAT) totalled SEK 2,396 m (2,393), an increase of 0.1% compared with the same period a year ago. Net sales for stores in Sweden owned by the Group decreased by 0.4% for the month of July, with a 0.1% decrease in like-for-like sales.

Sales for the period January-July 2007 in wholly owned stores decreased by 0.1%, with a 0.5% rise in like-for-like sales. Consolidated net sales totalled SEK 16,731 m (16,591), an increase of 0.8%. Net sales for Axfood's stores (wholly owned and franchise units) rose 1.1%, with a 0.7% rise in like-for-like sales.

Hemköp's sales (wholly owned and franchise units) decreased by 0.3 % during the month, with a 1.7% decrease in like-for-like sales. Accumulated sales increased by 0.7%, with a 0.4% rise in like-for-like sales.

Net sales for Hemköp's wholly owned stores decreased 2.2% during the month, with an 1.0% decrease in like-for-like sales. Accumulated sales decreased by 3.9%, with 0.6 decrease in like-for-like sales.

Willys' sales increased by 0.2% during the month, with a 0.2% rise in like-for-like sales. Accumulated sales increased by 1.3% with a 0.9% rise in like-for-like sales.

Sales per business operation are broken down as follows:

	Jan-July 2007 SEK m.	Jan-July 2006 SEK m.	Change %
Hemköp	3,268	3,396	-3.8%
Willys	8,835	8,718	1.3%
Dagab ¹⁾	12,132	11,708	3.6%
Axfood Närlivs ²⁾	3,113	3,117	-01%
Other ³⁾	636	546	16.5%
Internal sales ⁴⁾	-11,253	-10,894	3.3%
Total	16,731	16,591	0.8%
<u>Of which, distributed sales</u>			
1) Dagab	7,897	7,615	3.7%
2) Närlivs	2,502	2,496	0.2%

³⁾ Includes support companies and joint-Group functions.

⁴⁾ Of which Dagab SEK 10,705 (10,449).

The figure for 2006 has been adjusted, since starting on 1 January 2007, Axfood Närlivs has taken over customer responsibility for external customers (such as Tempo) from Dagab.

Preliminary sales figures will be presented on the following dates: 5 September (August), 17 October (September – Q3), 5 November (October) and 5 December (November).

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising slightly more than 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange. Axel Johnson AB is the principal owner, with approximately 46% of the shares.