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## Mattias Ankarberg appointed new CEO of Byggmax Group

**Byggmax recruits its new CEO from the apparel retail industry. Mattias Ankarberg has a professional background from fashion retailer H&M and as an advisor to a number of consumer companies. “As Byggmax is taking its next major step forward, Mattias Ankarberg is an obvious choice as CEO with his solid experience from consumers and retail. We are also convinced he is a good fit with the Byggmax culture, he is a true Byggmax person” says Anders Moberg, Chairman of the Board of Byggmax. Mattias Ankarberg will take over as CEO on November 14, 2016.**

The board of directors of Byggmax Group AB has appointed Mattias Ankarberg as the new CEO. Mattias Ankarberg will assume the position on November 14, 2016.

“During the coming years Byggmax will take the next major step towards new levels. And for this we need a CEO like Mattias Ankarberg with experience, strong values and passion,” says Anders Moberg.

Mattias Ankarberg has for the last seven years worked at H&M, most recently as global head of sales and marketing. He has broad retail experience, including international expansion, e-commerce and realizing new ideas. He has previously worked for McKinsey & Company in Sweden and USA as an advisor on similar topics. Now he wants to apply his experience in Byggmax.

“Price pressure, better products and increasing consumer requirements have been priorities for the retail industry for the last 20 years. I look forward to work with my new colleagues at Byggmax, to help our customers realize their home improvement dreams at a good price” says Mattias Ankarberg.

### Summary of Mattias Ankarberg’s background

2013 -2016

H&M, Stockholm, Sweden – Global Head of Sales & Marketing (global responsible for H&M’s sales and marketing)

2012 - 2013

H&M – Head of Online (responsible for H&M’s global e-commerce)

2010 - 2012

H&M – Head of Store Development (responsible for department that creates H&M’s stores)

2009 – 2010

H&M – Controlling & Business Development, Global Expansion (worked with H&M’s international expansion)

2001 - 2009

McKinsey & Company, Stockholm, Sweden and Boston, USA (management consultant)

### Education:

M. Sc. in Business and Administration, Stockholm School of Economics (Sweden). Exchange student at R. Ivey School of Business, University of Western Ontario (Canada).

*This information is such that Byggmax Group AB Holding AB (publ) and Byggmax Group AB AB (publ) are obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the contact person set out below, at 08:45 CEST on 29th September 2016.*

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### About Byggmax Group

The Byggmax Group consists of Byggmax, Buildor and Skånska Byggvaror. Byggmax was launched in 1993 and currently has 82 stores in Sweden from Ystad to Luleå. The company had net sales of approximately SEK 3.5 billion in 2014 and is continuing to expand strongly. Byggmax also has 32 stores in Norway and 13 in Finland. The website sells the entire store assortment, as well as an extensive range of products available to order. From the very beginning, Byggmax’s business concept has been to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. Byggmax has a drive-in system at all its stores, enabling customers to load their products into their vehicles directly. This makes life easy and efficient for customers, particularly when buying heavy construction materials. Buildor is a rapidly growing online retailer within building materials, with sales of almost SEK 50 million for the last 12 months, until September 2015), and with a growth rate of more than 150% over the same time period. Buildor and Skånska Byggvaror were acquired by the Byggmax Group in November 2015. The Byggmax Group was listed on the Nasdaq OMX Stockholm Exchange in June 2010.