



DESIGN YOUR LIVING
KUNGSGATAN 15

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Swedish DIY-retailer launches unique store chain

In June, the unique interior concept Design Your Living is launched by the opening of a new concept store in central Stockholm. Customers are offered an interior designer, free of charge, who assists with everything from inspiration and choice of material to craftsmen and construction engineers. Design Your Living is a groundbreaking concept that can offer customers everything for both renovation and interior design – all in one place.

On June 8 the doors open to the very first Design Your Living store at Kungsgatan 15 in Stockholm. The store has a full assortment in order to give the customer a thorough solution - for large or small projects in interior design, refurbishment or major construction projects. At the store you will find interior designers, Sweden's largest library of materials, craftsmen and construction engineers at a fixed price and moreover home delivery of all materials.

Behind the concept stands Swedish DIY-retailer Byggmax, who is collaborating with several major providers in the construction-, interior-, decoration- and design industry, all of them a part in the Design Your Living's new overall concept. Together, they offer a completely new solution for the interior interested target audience. Marbodals Kök, Konradssons Kakel, Svenssons in Lammhult and Plantagen are examples of some of the partners in the collaboration.

– With Design Your Living we create the future of home decoration and refurbishments. We help customers with the design of their new homes as well as taking care of the rest, all the way from planning to finished results, says Magnus Agervald, CEO Byggmax Group AB.

The interior designers offer the client ideas, design and material advice – all free of charge. By drawing up the room in 3D, you can easily try out different wallpaper choices, floors and fixtures. The client then decides what parts he or she wants to do on their own and what parts he or she wants help with from the Design Your Living craftsmen.

– Design Your Living caters mainly to the target group 30+ who own their homes, are interested in interior design but are short on time and because of that reluctant to renovate. They will gladly receive help to get that little extra in everyday life, they love interior design trends and are happy to pay to get the job done. We help clients with everything from inspiration and interior details to total refurbishments, explains Magnus Agervald, CEO Byggmax Group AB.

There are no similar concepts in Europe today. Therefore, the potential to establish Design Your Living on the European market is vast. The vision for the future is to launch the concept outside the Swedish borders.

For further questions, please contact:

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About Byggmax Group AB

The Byggmax Group consists of Byggmax, Buildor and Skånska Byggvaror. Byggmax was launched in 1993 and currently has 78 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 31 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.