

## **Clas Ohlson launches Clas Fix it – a new service for solving everyday problems at home**

**Clas Ohlson wants to simplify people's everyday lives in all types of homes. Now we are taking yet another step, and today we present Clas Fix it – a new home project service. With Clas Fix it, Clas Ohlson's customers can get help with tasks that may be too small to bring in traditional help, but a little too difficult or tough for customers to fix on their own. Clas Fix it will be developed in partnership with Pegital Investment AB and is directed primarily at the Swedish market.**

This autumn, Clas Ohlson's customers in Stockholm will be offered Clas Fix it services. These services can be booked on a new digital platform, where customers can also receive guidance on various practical matters from Clas Fix it. The plan is to make Clas Fix it available to customers across Sweden during the 2019/20 financial year.

“With simple packaging and a relevant service offering clearly linked to our products, we are taking new steps to help our customers with practical problem solving at home, based on their needs. Many customers only want to buy the products, others want guidance, and some want to buy the entire solution in a single package. We see here that Clas Fix it meets customers' needs with a simple, convenient solution. It feels natural to be developing our offering this way. Pegital has the right skills and resources to deliver the Clas Fix it concept in partnership with us, and we are very much looking forward to bringing the offering to our customers,” says Jacob Sten, Chief Growth Officer at Clas Ohlson.

Pegital Investment AB develops and co-owns service companies such as Veteranpoolen, HomeMaid, Fortner and IT-Hantverkarna, all of whom have operations in Sweden.

“This is an exciting opportunity to develop this new concept, in partnership with Clas Ohlson. Clas Ohlson has a strong brand and a platform to help its customers in a new way,” says Andreas Gindin, partner in Pegital Investment AB and CEO of IT-Hantverkarna.

This strategic collaboration was started through a newly established company in which Clas Ohlson has an ownership share. Clas Ohlson owns the concept, which is part of Clas Ohlson's total offering. The concept will be operated via the newly established company.

For more information, please contact:

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

This is information that Clas Ohlson AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 11:00 am CET on 3 May 2018.

*Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. This year, we are celebrating 100 years as a business with customers in five markets, more than 4,800 co-workers and annual sales of approximately 8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Read more about our history on [clasohlson100.com/en](http://clasohlson100.com/en) or visit [about.clasohlson.com](http://about.clasohlson.com) for current events and information.*