

Press release September 4, 2018

## **Ruling by the Swedish Patent and Market Court regarding recommended prices**

The Patent and Market Court has today issued a court ruling in which Trademax Helsingborg AB has been summoned to pay SEK 4 million in market disruption fees.

As noted in the listing prospectus, the Swedish Consumer Ombudsman has brought an action against Bygghemma Group First AB's (publ) subsidiary Home Furnishing Nordic AB (previously TM Helsingborg AB) (Trademax) regarding alleged breach of the Swedish Marketing Act through the use of certain promotional measures in connection with online offers. Trademax has disputed the claims. A judgement has today been delivered in the case where the court judge the company to pay SEK 4 million in fine for disruptive marketing practices and enjoins the company from using certain marketing measures. Furnishing Nordic AB will appeal against the judgement.

"We believe our marketing and price communication is accurate and that we meet the requirements of the law. We have therefore concluded that we want to appeal to the Patent and Market Court of Appeal (Patent- och marknadsöverdomstolen)", says Mikael Olander, CEO of Bygghemma Group.

### **For further information, please contact:**

Mikael Olander, President and CEO of Bygghemma Group  
Telephone: +46 708-19 43 00  
E-mail: [mikael.olander@bygghemmagroup.se](mailto:mikael.olander@bygghemmagroup.se)

Johan Hähnel, Head of Investor Relations  
Telephone: +46 (0)70 605 6334  
E-mail: [Johan.Hahnel@bygghemmagroup.se](mailto:Johan.Hahnel@bygghemmagroup.se)  
[www.bygghemmagroup.com](http://www.bygghemmagroup.com)

*This information is information that Bygghemma Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 08:00 CET on 4 September 2018.*

### **About Bygghemma Group**

Bygghemma Group is the leading online-based provider of home improvement products in the Nordic region. We offer our customers a broad product assortment at competitive prices with convenient home delivery. Our operations comprise two segments, DIY and home furnishing, where DIY sells products from well-known external brands for home and garden improvement and home furnishing sells furniture and décor, primarily under own brands. Bygghemma Group consists of several online stores, including Bygghemma, Trademax, Chilli and Furniturebox. Bygghemma Group had revenue of approximately SEK 4.4 billion in 2017, is headquartered in Malmö and is listed on Nasdaq Stockholm, Mid Cap.