



Press release 2014-02-14

Byggmax opened in Värmdö

Today Byggmax opens a new store by Ekobacken in Värmdö, outside of Stockholm. The store is the first Byggmax east of Stockholm. Byggmax operates a total of 69 stores in Sweden and the store in Värmdö is the eight in the Stockholm area. Five people will be employed at the store.

- For many years we have wanted to establish ourselves in the Nacka and Värmdö area. Now we are finally here and thrilled to welcome all DIYers and professionals in Nacka and Värmdö. We contribute with both job opportunities and good prices for building materials, says Johan Sperling, Region Manager at Byggmax.

With its great location and large plot of land Ekobacken is a natural fit for the Byggmax concept. Overall, approximately 8000 square meters were required for the store and its drive-in. Byggmax's concept is based on offering customers quality products at low price, where customers can do a part of the job themselves to keep the costs down. The store opens on Leveransvägen 41.

All of Nacka and Värmdö is growing rapidly. The number of permanent residents is increasing, at the same time more and more people choose to construct and expand their summer homes themselves. With the new store Byggmax will create several jobs and also increase the supply of building materials in Nacka and in Värmdö.

Byggmax sells construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept offers good quality products at low prices.

Byggmax is the construction material retailer that Swedish house owners deem has the lowest prices. According to the "Vi i Villa" house owners panel, conducted in May 2012, 50 % of men and 34 % of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 7 % and 6 %.

Magnus Agervald, CEO Byggmax, mobile: +46 761-19 00 20, e-mail: magnus.agervald@byggmax.se
Johan Sperling, Region Manager East, Mobil: 0761-19 01 02, E-post: johan.sperling@byggmax.se

The home improvement discount chain BYGGmax was launched in 1993 and currently has 69 stores in Sweden, from Ystad in the south to Luleå in the north. The company had net sales of approximately MSEK 3,100 in 2012 and is continuing to expand strongly. Today BYGGmax also has 25 stores in Norway and 12 in Finland, making a total of 106 stores. 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. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010.
For further information, go to www.byggmax.com