

Clas Ohlson's new store in Varberg, Sweden, now open

At 10 am today, Clas Ohlson's 88th Swedish store was opened in Varberg, Sweden, as the first customers entered the new store. This means that Clas Ohlson now has a total of 220 stores in six markets.

The opening in Varberg has been long awaited and besides having great deals, Clas Ohlson has been present in the town during the past week through its pop-up store, Clas Ohlson's small store on wheels.

“Varberg is one of the towns where we have searched for the right location for quite some time, and we believe that this centrally-located shopping centre is the right spot. Trade in the town of Varberg is on the increase and we have great potential to solve our customers' everyday practical problems here. We have a strong team in place who, after intense preparations, is really looking forward to welcoming customers to the store,” says Fredrik Uhrbom, Country Manager Sweden at Clas Ohlson.

The Clas Ohlson store in Varberg has a retail space of approximately 900 square meters and a catchment area with more than 60,000 inhabitants.

For more information on Clas Ohlson's store network and future store openings, see the detailed list at about.clasohlson.com.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of approximately 8 billion SEK and more than 4,800 employees. Visit Clas Ohlson at www.clasohlson.com