

## Clas Ohlson's sales in October increased compared to the previous year

Sales in October increased by 9 per cent to 838 MSEK (772). Organic sales increased by 10 per cent compared to the previous year. Sales in comparable units and local currency increased by 10 per cent compared to the previous year. Online sales increased by 17 per cent to 106 MSEK (91). Compared to the same month last year the store network decreased by 3 stores. At the end of the period, the total number of stores was 221 (224).

Distribution of sales	Month			Accumulated		
	October	Change		May-October	Change	
MSEK	2023/24	SEK	Organic	2023/24	SEK	Organic
Sweden	386	9%	9%	2,116	9%	9%
Norway	346	6%	12%	1,989	8%	12%
Finland	106	15%	8%	548	10%	1%
<b>Total</b>	<b>838</b>	<b>9%</b>	<b>10%</b>	<b>4,653</b>	<b>8%</b>	<b>9%</b>
Of which online	106	17%	18%	550	12%	13%

Total sales for the period May–October 2023 increased by 8 per cent to 4,653 MSEK (4,294). Organic sales increased by 9 per cent compared to the previous year. Sales in comparable units and local currency increased by 10 per cent compared to the previous year. Online sales for the period increased by 12 per cent to 550 MSEK (490).

**Kristofer Tonström, CEO and President:** *Our efforts to make the assortment relevant all year round yielded results also in October as we increased sales in all prioritised product categories. Total sales increased by 9 per cent and the organic sales increase amounted to 10 per cent. Online sales increased by a total of 17 per cent. As earlier in the financial year, Norway is the sales market that shows the strongest growth figures, but we also see a clearly positive development in Sweden and Finland in October compared to the previous year. At the same time as the sales development in October exceeded our long-term targets, we note that the macroeconomic situation remains challenging, with few factors changing for the better. We will continue to focus on things we can influence to create a stronger Clas Ohlson over time, with a robust core business and a competitive cost base.*

### For further information, please contact:

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This is information that Clas Ohlson AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. This information was submitted for publication, through the agency of the contact person set out above, at 7:00 a.m. CET on 7 November 2023.

**Clas Ohlson** was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in three markets, approximately 5,000 co-workers and annual sales of approximately 9 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 people fix their homes with practical and sustainable solutions at attractive prices. Visit [about.clasohlson.com/en](https://about.clasohlson.com/en) to read more about us and how we make home fixing available, sustainable and enjoyable for everyone.