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Clas Ohlson displays its wide range in 5,000 videos

Clas Ohlson has been passionate about smart products and smart solutions since 1918. But with an assortment of more than 15,000 products, it is difficult to show all the benefits of the smart products in the store shelves. This is why Clas Ohlson now launches a video concept designed to inspire and display the unique benefits of the company's products.

"Our aim is to record 5,000 videos this year. Our offering is based on a wide product range and on the fact that we can solve our customers' everyday practical problems. This is what we want make visible", says Lars-Johan Strand, Director of Marketing at Clas Ohlson.

The videos, which will be shown on tv, social media and on Clas Ohlson's web store, are currently being produced in a studio in Clas Ohlson's headquarters in Insjön, Sweden. The videos are made in four different languages and with local ambassadors for Clas Ohlson's different markets.

"The pace of the production is incredible and this gives us a lot of energy. But the sheer volume is not an end in itself. We do this because we think our customers will appreciate it. We are now launching a small amount of videos to make sure we are moving in the right direction, but soon we will see a lot more", says Lars-Johan Strand.

In Sweden and in the UK, home stylist Tom Bertling will be one of the characters in the videos, while Norwegian customers will see more of Halvor Bakke, who previously has been in tv productions such as *Queer Eye* and *Norges fulaste rum* (*No: Norway's ugliest room*). In Finland, actor Ingemar Raukola will present smart products and home styling tips.

Watch the first videos on Clas Ohlson's Youtube channel:

<https://www.youtube.com/clasohlsonuk>

For more information please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical small problems with 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 over 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at www.clasohlson.com.