



AhlSell strengthens position within online sales

AhlSell Sverige AB has signed an agreement to acquire Proffsmagasinet AB (Proffsmagasinet), a leading Nordic e-commerce business within tools and supplies with annual sales of approximately 260 MSEK.

Proffsmagasinet operates within e-commerce in Sweden, Norway and Finland and has about 50 employees, of which many work in customer service as product specialists. The company offers approximately 17,000 articles of well-known brands within professional-hardware products, such as tools, gauges, laser instruments and personal protective equipment. In Sweden the name Proffsmagasinet.se is used and in Norway and Finland, Staypro.no respectively Staypro.fi are used. Among both customers and suppliers, the company has a strong profile and good reputation.

Today, a significant share of AhlSell's turnover derive from the e-commerce channel and the acquisition will further strengthen the already strong position. For both AhlSell and Proffsmagasinet, the sales channel has a strong growth.

"We are strong online already today, but the acquisition of Proffsmagasinet enables us to share their experience of digitalisation, which gives us further knowledge of e-commerce and new ways of meeting professional customers. Historically, Proffsmagasinet has increased their sales as their range of products increases. By combining our broad product range within tools and supplies and their e-commerce, we can offer the best product range in the market to an even greater customer base of professionals. It is in line with our multi-channel strategy; always be close to the customer.", says Johan Nilsson, President and CEO of AhlSell AB (publ).

Proffsmagasinet will be run as a separate company within AhlSell. The deal is subject to approval by the Swedish Competition Authority and closing is planned for January 2018. The acquisition is expected have a marginal positive impact on the Group's earnings for 2018.

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AhlSell AB (publ) is the Nordic region's leading distributor of installation products, tools and supplies for installers, construction companies, facility managers, industrial and power companies and the public sector. The unique customer offer covers more than one million individual products and solutions. The Group has a turnover of approximately SEK 27 billion and is listed on Nasdaq Stockholm. About 97 percent of the revenue is generated in the three main markets of Sweden, Norway and Finland. With over 5,000 employees, more than 200 branches and three central warehouses, we constantly fulfil our customer promise: AhlSell makes it easier to be professional.

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