

Neither this announcement nor anything contained herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Any offer to acquire shares pursuant to the proposed Offering will be made, and any investor should make his investment decision, solely on the basis of the information that is contained in the prospectus published by the Company in connection with the Offering. Copies of the prospectus are available at the Company's website, www.bygghemmagroup.com.

Press release 14 March 2018

Bygghemma Group announces Initial Public Offering and prospectus for listing on Nasdaq Stockholm

Bygghemma Group First AB (publ) ("Bygghemma Group" or the "Company"), the leading online provider of home improvement products in the Nordic region, has together with the owners of the Company decided to diversify the shareholder base by a sale of new and existing shares (the "Offering"). The Board of Directors of Bygghemma Group has therefore applied for the Company's shares to be listed on Nasdaq Stockholm. Nasdaq Stockholm's listing committee has decided to admit the shares to trading subject to certain conditions, including that customary conditions regarding distribution of shares are met no later than by the first day of trading. The prospectus for the Offering will be published today and the first day of trading is expected to be 27 March 2018.

For the complete press release follow this link:

<http://bygghemmagroup.com/ipo/>

For further information, please contact:

Mikael Olander, CEO Bygghemma Group

Telephone: +46 708-19 43 00

E-mail: mikael.olander@bygghemmagroup.se

John Womack, Head of Investor Relations

Telephone: +46 706-78 24 99

E-mail: john.womack@bygghemmagroup.se

www.bygghemmagroup.com

This information was released for publication at 11:45 CET on 14 March 2018.