

Press release, 26 February 2020

Bygghemma Group's sales of proprietary brands account for 50 percent of total sales for the first time to date

Over the past 12 months, Bygghemma Group ("Bygghemma") has significantly strengthened its customer offering through the roll-out of its own last-mile deliveries and installation services as well as increased sales of proprietary brands. Following recent acquisitions such as Outl1.se, LS-bolagen and Hemfint.se, Bygghemma's sales of proprietary brands to date in 2020 account for more than 50 percent of its total sales, driven primarily by a rapid increase in the share of proprietary brands within the Group's DIY segment. In full-year 2019, sales of proprietary brands accounted for approximately 43 percent of the Group's total sales.

Adam Schatz comments: "Having a market-leading product range is one of Bygghemma Group's most important strategic cornerstones. Over the past year, we have significantly expanded our leading range, from just under 350,000 items at the start of the year to more than 500,000 items at year-end. Along with a rapid increase in the share of proprietary brands, digital dominance online and other services that we refer to as 'the BHG Ecosystem,' such as product expertise, our own network of showrooms, our own delivery service and our own installation network, this provides a foundation for Bygghemma Group's strategy and for reaching sales of SEK 10 billion and an EBIT margin of 7 percent over the medium term."

Proprietary brands already account for just over 90 percent of sales in the Home Furnishing segment. In early 2020, the share of proprietary brands in the DIY segment reached slightly more than 20 percent, driven by acquired companies with strong portfolios of proprietary brands and strong organic growth in the Group's portfolio of proprietary brands, particularly through the Group's leading bathroom brand, Bathlife.

"The fact that a majority of the Group's sales are now attributable to proprietary brands marks a milestone in our aim to offer a market-leading range of prominent external brands and affordable proprietary brands," says Adam Schatz, President and CEO of Bygghemma Group.

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About Bygghemma Group

Bygghemma Group is the leading online supplier of products and services in DIY and Home Furnishing in Europe. We offer our customers a broad ecosystem of products and services and conduct operations in two segments: DIY and Home Furnishing. With over 500,000 products, we provide the broadest product range in the market at the most competitive prices, and strive to create the most attractive e-commerce environment by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services. The Group includes over 50 online sites — including e-commerce stores like www.bygghemma.se, www.trademax.se, www.chilli.se and www.furniturebox.se — and over 80 showrooms. The Group has its head office in Malmö and is listed on Nasdaq Stockholm Mid Cap. In 2019, the Group had sales of SEK 6.2 million and more than 1,500 employees.