

Press release, 24 March 2020

46% of Bygghemma's customers in Sweden plan to spend more money this year on home and garden than in other years

In a study carried out in March this year, Bygghemma Group First's ("BHG") Swedish customers answered questions about their plans to stay in Sweden this summer to devote time to looking after and improving their homes and gardens. 53 percent said that they plan to spend more time doing home and gardening projects this spring and summer compared to other years, while 46 percent think that they will invest more money on home and gardening projects this year compared to other years. A whole 84 percent consider it more likely that they will spend their holiday at home in Sweden than in other years.

BHG's President and CEO, Adam Schatz, comments: "To prepare ourselves for peak season during the spring and summer months, we have carried out a survey with our customers concerning their summer plans. We expected that the majority of our customers were planning to spend their holiday in Sweden this year, but it was more surprising that they also expect to invest more money on renovation and garden projects this year compared with others."

"We can also see that the prevailing trend from the transition of shopping in physical stores to online shopping has been further strengthened as a result of consumers avoiding public crowds and therefore physical stores," says Adam Schatz.

The questions that BHG has asked a random selection of customers are:

Is it more likely that you will spend your holiday at home in Sweden this year compared to other years?

84% Yes
13% No
1% Unchanged
2% Don't know

Do you think you will spend more time doing home and gardening projects this spring and summer than in other years?

53% Yes
46% No
1% Maybe

Do you think that you will invest more money on home and gardening projects this year compared to other years?

46% Yes
53% No
1% Don't know

If yes, what kind of projects (home, apartment, garden)?

46% House
20% Garden
17% House/garden
10% Apartment
7% Other

For more information, please contact:

Adam Schatz, President and CEO of BHG

Tel: +46 (0)709 32 43 00. E-mail: adam.schatz@bygghemmagroup.se

Johan Hähnel, Head of Investor Relations

Tel: +46 (0)70 605 63 34. E-mail: johan.hahnel@bygghemmagroup.se

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About BHG

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 800,000 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 billion and more than 1,500 employees.