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The Bygghemma Group to change its brand to BHG and launch an updated corporate identity

As of today, Bygghemma Group First (“BHG”) is changing its brand to BHG. BHG is also launching an updated corporate identity for the Internet and other communication channels. The changes are a natural step in BHG’s development and aim to showcase BHG’s journey from a Swedish DIY e-commerce pioneer to the leading online retailer in Home Improvement, also called DIY and home furnishing, in Europe, with the market’s most comprehensive ecosystem of products and services for the home.

BHG’s President and CEO, Adam Schatz, comments: “Our new brand, BHG, and new corporate identity reflect what we offer the market, summarised in our mission statement: ‘We make living easy.’ Since BHG started in DIY online, we have evolved into a high-tech online company, with more than 85 online destinations, where Home furnishing and DIY account for around half of our sales each. We also have the market’s broadest offering of well-known external and strong proprietary brands, connected to a comprehensive service offering, encompassing product expertise, showrooms, our own delivery service and our own installation network. All of these set the foundation for what we call ‘The BHG Ecosystem’.”

During the last six months, BHG’s product range has grown more than 60% to just over 800,000 unique products, while over half of the sales consist of proprietary brands, the majority furniture and furnishings. This means that BHG is currently five times larger than its nearest online competitor in home furnishing and DIY.

BHG’s strategy is built on four cornerstones: 1) continued expansion of BHG’s already market-leading range, 2) price matching of the market’s lowest prices, 3) creating the most appealing digital shopping experience and 4) offering the market’s best professional guidance, service and support to BHG’s customers. BHG is also continuing increase the share of proprietary brands. The Group’s goal for the medium term is to achieve sales of SEK 10 billion and an EBIT margin of 7%.

The legal name for BHG will remain Bygghemma Group First AB, but a name change will be proposed at the next general meeting of shareholders. The ticker symbol used for Nasdaq Stockholm, Mid Cap, will remain BHG. Visit BHG’s new website at wearebhg.com or byggghemmagroup.com to discover our new look.

Image bank and videos: wearebhg.com/media

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About BHG

BHG is the number 1 consumer e-commerce company in the Nordics. We're also present in most of Eastern and Central Europe. Our strong position in these markets makes us the largest European pure-play within the Home improvement space, meaning Do-It-Yourself and Home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling over 800,000 unique products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 85 online destinations — including sites like www.bygghemma.se, www.trademax.se, www.chilli.se and www.furniturebox.se — and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker 'BHG'.

The BHG brands employ more than 1,500 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.