



Bygghemma Group First AB changing name to BHG Group AB

29 MAY 2020 08:00 CEST

Bygghemma Group First AB ("BHG") is changing its name to BHG Group AB, as decided at the Annual General Meeting on 5 May 2020. The change is a natural step in BHG's development 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.

The ticker symbol used for Nasdaq Stockholm, Mid Cap, remains BHG.

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

Visit us at our website, www.bhggroup.se

For more information, please contact:

Adam Schatz, President and CEO of BHG Group

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

Johan Hähnel, Head of Investor Relations

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

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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 sites — 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.