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Reitan Servicehandel renews supplier agreement with Axfood Närlivs

A new 3-year agreement has been reached between Axfood Närlivs AB and Reitan Servicehandel AB, which runs the Pressbyrå, 7-Eleven and Easy 24 chains in Sweden. The deal is worth approximately SEK 500 million per year and SEK 1.5 billion during the term of the contract. The agreement covers deliveries of newsstand and retail food products to all of Reitan Servicehandel's stores in Sweden. It also covers the 112 7-Eleven stores that will be established within Shell's service station network in Sweden in 2008.

Axfood Närlivs has served as a supplier to Pressbyrå and 7-Eleven since 2004. The Shell service station stores, which will now be converted to 7-Eleven, have also been supplied by Axfood Närlivs.

"We are happy that Reitan Servicehandel have chosen us as their supplier of newsstand and retail food products and that they appreciate the cooperation we have today," says Ragnar Landin, head of Axfood Närlivs' Wholesaling business area. "Reitan Servicehandel is a market leader in its niche and a very professional customer. We see the new agreement as an affirmation of the high level of delivery quality we offer our customers."

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Axfood AB conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising approximately 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange. Axel Johnson AB is the principal owner, with approximately 46% of the shares.