



PRESS RELEASE, 6 August 2009

## Axfood's sales for July 2009

Net sales for Group-owned stores rose 3.9 % in July, with a 3.4 % increase in like-for-like sales. Axfood's stores (Group-owned and Hemköp franchises) posted a 3.0 % increase in sales, with a 2.9 % increase in like-for-like sales.

During the period January–July 2009, sales for Group-owned stores rose 3.4 %, with a 1.1 % increase in like-for-like sales. Axfood's stores (Group-owned and Hemköp franchises) posted a 2.9 % increase in sales, with a 0.9 % increase in like-for-like sales.

**Hemköp's** like-for-like sales (Group-owned and franchises) rose 0.4 % during the month. Accumulated sales decreased by 2.2 %. Sales for Group-owned like-for-like stores rose 0.7 % during the month. Accumulated sales decreased by 3.8 %.

**Willys'** like-for-like sales rose 3.7 % during the month. Accumulated sales rose 2.4 %.

**PrisXtra's** like-for-like sales decreased by 1.9 % during the month. Accumulated sales decreased by 9.2 %.

Sales per business unit are broken down as follows:

	Jul. 2009 SEK m	Jul. 2008 SEK m	Change %	Jan.-Jul. 2009 SEK m	Jan.-Jul. 2008 SEK m	Change %
Hemköp	431	442	-2.5%	3,132	3,294	-4.9%
Willys	1,482	1,400	5.9%	10,160	9,633	5.5%
PrisXtra *	43	39	10.3%	422	338	24.9%
Dagab <sup>1)</sup>	2,017	1,960	2.9%	13,845	13,502	2.5%
Axfood Närlivs <sup>2)</sup>	547	554	-1.3%	3,247	3,317	-2.1%
Other <sup>3)</sup>	276	166	66.3%	1,891	1,077	75.6%
Internal net sales <sup>4)</sup>	-2,035	-1,867	9.0%	-14,038	-12,882	9.0%
<b>Total</b>	<b>2,761</b>	<b>2,694</b>	<b>2.5%</b>	<b>18,659</b>	<b>18,279</b>	<b>2.1%</b>
Of which, distributed sales						
1) Dagab	1,328	1,269	4.6%	9,232	8,773	5.2%
2) Axfood Närlivs	464	445	4.3%	2,732	2,665	2.5%

<sup>3)</sup> Includes support companies and joint-Group functions. The deviation compared to previous year is due to extended fresh food operations. This effect is mainly eliminated under internal sales.

<sup>4)</sup> Of which, Dagab SEK 1,768 m (1,713) for July and SEK 12,220 m (11,898) for January-July.

\* PrisXtra's sales are consolidated in the Axfood Group as per 1 February 2008.

The sales figures are preliminary, definite figures are presented continuously on [www.axfood.com](http://www.axfood.com) under the headline Investors. Sales figures will be published: 4 September 2009, 21 October 2009 (Q3), 5 November 2009, 4 December 2009.

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**Axfood AB** conducts food retail and wholesale trade in Sweden. The Group's retail operations are conducted through the wholly owned Willys, Hemköp and PrisXtra chains, comprising 226 stores in all. In addition, Axfood collaborates with a large number of proprietor run stores that are tied to Axfood through agreements. These include stores within the Hemköp and Willys chains as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with some 650 proprietor-run stores. Wholesale business is conducted via Dagab and Axfood Närlivs. Axfood is listed on Nasdaq OMX Stockholm AB's Large Cap list. Axel Johnson AB is the principal owner with approximately 46% of the shares.