



PRESS RELEASE, 5 November 2009

Axfood's sales for October 2009

Net sales for Group-owned stores rose 1.6 % in October, with a 0.3 % increase in like-for-like sales. Axfood's stores (Group-owned and Hemköp franchises) posted a 1.3 % increase in sales, with a 0.7 % increase in like-for-like sales.

During the period January – October 2009, sales for Group-owned stores rose 2.9 %, with a 1.0 % increase in like-for-like sales. Axfood's stores (Group-owned and Hemköp franchises) posted a 2.4 % increase in sales, with a 0.9 % increase in like-for-like sales.

Hemköp's like-for-like sales (Group-owned and franchises) increased by 1.6 % during the month. Accumulated sales decreased by 1.5 %. Sales for Group-owned like-for-like stores increased by 0.7 % during the month. Accumulated sales decreased by 3.1 %.

Willys' like-for-like sales rose 0.1 % during the month. Accumulated sales rose 2.0 %.

PrisXtra's like-for-like sales decreased by 8.9 % during the month. Accumulated sales decreased by 9.3 %.

Sales per business unit are broken down as follows:

	Okt 2009 Mkr	Okt 2008 Mkr	Förändring %	Jan - Okt 2009 Mkr	Jan - Okt 2008 Mkr	Förändring %
Hemköp	444	464	-4.3 %	4,421	4,653	-5.0 %
Willys	1,500	1,443	4.0 %	14,562	13,864	5.0 %
PrisXtra *	61	68	-10.3 %	603	518	16.4 %
Dagab ¹⁾	2,063	2,093	-1.4 %	19,837	19,467	1.9 %
Axfood Närlivs ²⁾	468	504	-7.1 %	4,658	4,772	-2.4 %
Other ³⁾	290	191	51.8 %	2,750	1,602	71.7 %
Internal net sales ⁴⁾	-2,101	-2,024	3.8 %	-20,159	-18,618	8.3 %
Total	2,725	2,739	-0.5 %	26,672	26,258	1.6 %
<u>Of which, distributed sales</u>						
1) Dagab	1,414	1,397	1.2 %	13,334	12,702	5.0 %
2) Axfood Närlivs	406	411	-1.2 %	3,950	3,842	2.8 %

³⁾ 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.

⁴⁾ Of which, Dagab SEK 1,821 m (1,844) for October and SEK 17,513 m (17,142) for January-October.

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

Definite figures are presented continuously on www.axfood.com under the headline Investors. Sales figures will be published: 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.