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Axfood initiates discussions with Vi stores on deeper cooperation

Axfood has had a five-year supply agreement with the Vi stores retailers association since 2008. Under this agreement the Axfood Group through Dagab, Axfood's wholly owned logistics company, has been supplying retail food products to the Vi stores since November 2009. This has also meant that the Vi stores are included in Axfood's purchasing business and opened up opportunities for closer cooperation over setting up new stores, product range, IT and training.

"Cooperation with the Vi stores has developed well and we would very much like this to be intensified. Together with the Vi stores we can become stronger in the Stockholm region which is the strongest growth market in Sweden," says Anders Strålman, Axfood's CEO.

The discussions now taking place concern closer cooperation and how this should be conducted.

"Vi is engaged in dialogue with Axfood about how we can develop and deepen our cooperation in order to strengthen our competitiveness. Development in recent years shows, among other things, that it is difficult to achieve infrastructure development with small volumes," says Bo Rundström, CEO of the Vi stores.

For further information, please contact:

Anders Strålman, President and CEO Axfood AB, +46 70 293 16 93

Bo Rundström, CEO Vi stores, +46 707 15 60 55

Axfood AB conducts food retail and wholesale business in Sweden. Retail business is conducted through the wholly owned store chains Willys, Hemköp and PrisXtra, comprising 231 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 approximately 840 proprietor-run stores. Wholesaling is conducted through 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.