

Press release, 6 December 2018

Bygghemma Group's CEO, CFO and COO increase shareholdings

Bygghemma Group First AB (publ) ("Bygghemma") announced today that members of Group management acquired a total of 676,671 shares in Bygghemma at a total value of SEK 23 million on 5 December. The shares were acquired from the FSN Capital-Funds, the principal owner of Bygghemma, at a price corresponding to the closing price on 5 December 2018.

- President and CEO Mikael Olander has purchased 382,465 shares. Following the acquisition, Mikael Olander's total shareholding amounts to 5,862,954 shares, corresponding to a holding of 5.5 percent of the total number of shares in Bygghemma.
- CFO Martin Edblad has purchased 147,103 shares. Following the acquisition, Martin Edblad's total shareholding amounts to 2,058,524 shares, corresponding to a holding of 1.9 percent of the total number of shares in Bygghemma.
- COO Peter Rosvall has purchased 147,103 shares. Following the acquisition, Peter Rosvall's total shareholding amounts to 2,061,364 shares, corresponding to a holding of 1.9 percent of the total number of shares in Bygghemma.

"When Bygghemma's management made a request to purchase additional shares from the FSN Capital-Funds, this was perceived as a positive sign since it shows that management firmly believes in value creation for shareholders moving forward. The FSN Capital-Funds actually had no interest in selling shares at the current price level, but has agreed to the sale of a smaller volume since it is important for the FSN Capital-Funds and other shareholders that the management team is given the opportunity to increase its level of investment in the company. The FSN Capital-Funds are therefore naturally happy to facilitate this," said Peter Möller, Partner at FSN Capital Partners (investment advisor to the FSN Capital-Funds).

For more information, please contact:

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The information was submitted for publication, through the agency of the contact persons set out above, at 8:45 a.m. CET on 6 December 2018.

About “the FSN Capital-Funds”

“The FSN Capital-Funds” relates to FSN Capital GP IV Limited, which acts as a General Partner for and on behalf of FSN Capital IV L.P., FSN Capital IV (B) L.P. and FSN Capital IV Invest L.P. through Builder IV Holdings Limited, FSN Capital GP V Limited, which acts as a General Partner for and on behalf of FSN Capital V L.P., FSN Capital V (B) L.P. and FSN Capital V Invest L.P. through Builder V Holdings Limited, and FSN Capital Growth GP Limited, which acts as a General Partner for FSN Capital Project Growth Co-Investment L.P.

About Bygghemma Group

Bygghemma Group is the leading online supplier of home improvement products in the Nordic region. We offer our customers a broad product range at attractive prices, with convenient home delivery. We conduct operations in two segments: DIY and Home Furnishing. DIY comprises sales of products from well-known brands for homes and gardens, and Home Furnishing comprises sales of furniture and home decor, mainly under proprietary brands. Bygghemma Group includes a wide range of webstores, such as Bygghemma, Trademax, Chilli and Furniturebox. Bygghemma Group had sales of approximately SEK 4.4 billion in 2017, has its head office in Malmö and is listed on Nasdaq Stockholm Mid Cap.