

Press release, 3 December 2019

## **Bygghemma Group exceeded expectations on Black Friday week – sales up a total of approximately 50 percent**

**Bygghemma Group, the Nordic region's leading online retailer within DIY and Home Furnishing, increased its sales during the Black Friday week, compared with the year-earlier period, by approximately 50 percent.**

"To summarise this year's investment in Black Friday, we've taken an important step forward when it comes to our targeted investments in social media, 'mobile first' and a model developed for using AI to tailor the offering to the customer. I would therefore like to take the chance to thank all of our nearly 1,300 employees for a fantastic effort in simplifying and improving our customers' experience in accordance with our mission – '*We make living easy*'. It's especially exciting that these sales were primarily driven by our own brands," comments Martin Edblad, acting President and CEO of Bygghemma Group.

Bygghemma Group's combined investment in Black Friday was based on two digital platforms used by all of the Group's brands. One platform, which is used for the DIY segment's sales of products in homes and gardens, includes brands such as Bygghemma, Stonefactory, Taloon, Netrauta, Byghjemme, VVSKupp and Polarpumpen, while the other platform is used for sales in the Home Furnishing segment and includes brands like Chilli, Trademax, Furniturebox, Kodin1 and Lampgallerian. The operations share digital competence and development. Bygghemma Group offers a total of over 500,000 products and received around 180 million visits generating approximately 1.9 million orders per year across the different sites. Over 40 percent of sales are attributable to proprietary brands and products, but external brands are also sold.

### **For more information, please contact:**

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*This information is information that Bygghemma Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 8:00 a.m. CET on 3 December 2019.*

### **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 [www.bygghemma.se](http://www.bygghemma.se), [www.trademax.se](http://www.trademax.se), [www.chilli.se](http://www.chilli.se), [www.furniturebox.se](http://www.furniturebox.se), [stonefactory.se](http://stonefactory.se) and [lampgallerian.se](http://lampgallerian.se). Bygghemma Group had sales of approximately SEK 5 billion in 2018, has its head office in Malmö and is listed on Nasdaq Stockholm Mid Cap.