



Significantly increased growth in April and May 2020

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- Net sales increased by a total of 53.5 percent to SEK 1,771.8 (1,154.0) million in the period from 1 April to 31 May 2020, compared to the corresponding period in 2019. Organic growth amounted to 38.9 percent.
- Underlying growth for the period, measured as growth in order bookings, exceeded sales growth.
- Adjusted EBIT for the period from 1 April to 31 May 2020 amounted to SEK 153.3 million (70.0), with an adjusted EBIT margin of 8.6 percent (6.1).

BHG Group AB ("BHG") published preliminary figures today for the Group's net sales and adjusted EBIT for April and May 2020 as a result of the extraordinary situation on its markets. Net sales increased by 53.5 percent to SEK 1,771.8 million (1,154.0) in the period from 1 April to 31 May 2020, compared to the corresponding period in 2019, and organic growth amounted to 38.9 percent. Sales in the DIY segment increased by 69.3 percent to SEK 1,189.3 million (702.5) and organic growth amounted to 46.0 percent. Sales in the Home Furnishing segment rose by 29.0 percent to SEK 589.1 million (456.5) and organic growth was 28.1 percent. Underlying growth in the period for both segments, measured as growth in order bookings, exceeded sales growth. Adjusted EBIT for the period from 1 April to 31 May 2020 amounted to SEK 153.3 million (70.0), corresponding to an adjusted EBIT margin of 8.6 percent (6.1).

BHG believes that the sharp increase in demand is related to the coronavirus pandemic, which means that people are spending more time at home and are less inclined to shop at physical stores. They have also realised that they will be travelling less. All of this has contributed to customers in BHG's markets increasing their investments in products for the home and, at a higher rate than usual, discovering the advantages of shopping online. BHG's management is of the opinion that these changes in consumer behaviour could to some extent be permanent. At the same time, the uncertain situation resulting from the pandemic means that management has deemed the remaining part of 2020 as difficult to predict at the current time.

BHG's interim report for the second quarter of 2020 will be published at 7:00 a.m. on 23 July 2020.

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This information is information that BHG Group AB 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 18:00 p.m. CEST on 12 June 2020.

About BHG

BHG is the number 1 consumer e-commerce company in the Nordics. We're also present in most of Eastern and Central Europe. Our strong position in these markets makes us the largest European pure-play within the Home Improvement space, meaning Do-It-Yourself and Home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling over 800,000 unique products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 85 online sites — including sites like www.bygghemma.se www.trademax.se www.chilli.se and www.furniturebox.se — and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker "BHG."

The BHG brands employ more than 1,500 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.