

Lower January sales for Clas Ohlson

Sales in January decreased by 9 per cent to 568 MSEK (625). Organic sales decreased by 5 per cent compared to the previous year. Sales in comparable units and local currency decreased by 4 per cent compared to the previous year. Online sales increased by 76 per cent to 70 MSEK (40). Compared to the same month last year the store network was reduced by 2 stores. At the end of the period the total number of stores was 228 (230).

Distribution of sales	Month			Accumulated		
	January	Change		May - January	Change	
Mkr	2020/21	SEK	Organic	2020/21	SEK	Organic
Sweden	262	-6%	-6%	3,001	-7%	-7%
Norway	239	-9%	-1%	2,915	0%	11%
Finland	64	-19%	-15%	788	-13%	-10%
Outside the Nordics	3	-41%	-35%	42	-44%	-41%
Total	568	-9%	-5%	6,746	-5%	0%
Of which online	70	76%	83%	621	50%	56%

Total sales for the period May-January 2021 decreased by 5 per cent to 6,746 MSEK (7,115). Organic growth was unchanged compared to the previous year. Sales in comparable units and local currency were unchanged. Online sales for the period increased by 50 per cent to 621 MSEK (413).

Kristofer Tonström, President and CEO: January sales were to a large degree impacted by a continued severe situation on our Nordic markets and new governmental actions aimed at decreasing the spread of Covid-19. When Oslo and several nearby areas introduced sharper restrictions in the end of the month, it was the first time during the pandemic that we needed to temporarily close stores. With lower customer traffic, we placed a special focus on offering safe and accessible online sales, for instance by quickly enabling delivery of online orders outside affected stores in the Oslo area, as well as maintaining good cost control. Organic sales in January decreased by 5 per cent and total sales decreased by 9 per cent as an effect of a continued weak NOK. Our online sales increased by 76 per cent during the period, with an especially good development in the Swedish market.

For further information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, we are a retail company with customers in five markets, approximately 4,500 co-workers, and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com/en to read more about us and our passion for simplifying life in all kinds of homes.