

1 million Norwegian Club Clas members in one year!

Club Clas has reached 1 million members in just one year after the launch in the Norwegian market.

"We see that Club Clas is attractive for our Norwegian customers and we have had an enormous growth ever since the launch. In recent months, the growth equals the population of Norway's third biggest city Stavanger every month. It is about creating value for customers and loyalty to us as a brand. The increased base gives us new opportunities to improve our customer offering," says Lene Iren Oen, Head of e-commerce and Managing Director Norway.

Club Clas customers are more loyal and shop from a larger range of the assortment. They also visit e-com and well as the physical stores, and they shop more.

Head of Customer & Loyalty Helena Holmström believes that success lies in customer data and relevant customer offerings:

"With Club Clas, we can easily give the customer a more relevant offering. We work with customer data to tailor relevant, engaging and converting content. We also use the data in the development of products and digital services", Helena Holmström explains.

Club Clas customers get access to unique Club prices, digital receipts, collateral for ink toner, free technical assistance via video call and a 50% discount on rental tools.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in four markets, approximately 4,500 co-workers and annual sales of approximately 8.3 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 about us and our passion for simplifying life in all kinds of homes.