

New services for increased customer benefit at Clas Ohlson

With more than 15,000 items within Hardware, Electrical, Home, Multimedia and Leisure, Clas Ohlson has become known for providing many types of smart products that simplify and improve everyday life. Clas Ohlson is now also taking steps to provide customers with an even broader offering by adding new services.

“We have offered repair services in our own workshops for a long time, but now we are testing a number of new services based on questions and requests from our customers. We always want to simplify our customers' everyday lives and a broadened service offering is part of it,” says Per Dahler, Manager Customer Service Workshops.

In seven stores in Sweden and Norway, Clas Ohlson's customers have since last autumn been able to rent tools and other products for their home improvement projects. In particular, the concept has been very popular in larger cities where people more often live in smaller apartments and therefore have limited space for storage, but also that many consider it a more sustainable alternative to owning all the tools themselves.

“What we see is a shift in how people approach what we call ‘wear but not waste’ in their everyday life. For example, previously you may have used our repair service or bought spare parts for economic reasons, but now it is more of a lifestyle choice,” says Per Dahler.

Another new service is part of the growing product segment robotic lawnmowers, where Clas Ohlson now offers installation service at a selected number of locations in Sweden.

“We have seen that many customers want a complete solution when buying a robotic lawnmower and the installation service has been very popular so far. We therefore also look at other services related to robotic lawn mowers,” said Per Dahler.

Shortly, Clas Ohlson will be able to offer its customers knife sharpening in all Swedish stores. The sharpening will be done with high quality equipment from Tormek at a very competitive price.

For more information, please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Sweden. Today, the company offers products and services for the small everyday practical problems, in six countries via its over 200 stores and online. Clas Ohlson offers a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on Nasdaq Stockholm, has sales of approximately 8 billion SEK and more than 4,700 employees. Visit Clas Ohlson at www.clasohlson.com