

Club Clas passes five million members!

After a rapid growth during the past year, Clas Ohlson's loyalty programme Club Clas has now passed five million members in Sweden, Norway and Finland, making Club Clas one of the largest customer clubs in the Nordics.

"Customers have a large variety of customer clubs to choose from, and we are delighted to see that as many as five million, or every fourth inhabitant, in Sweden, Norway and Finland has made the choice to join Club Clas. It is a confirmation that we offer good value for the membership! We see that members not only shop more, but also more frequently, with us, which is an increasing trend that strengthens my conviction that we have a fantastic potential in our large customer base going forward," says Helena Holmström, Director Customer & Brand at Clas Ohlson.

Club Clas is one of Clas Ohlson's prioritised areas for creating sustainable and profitable growth over time. Helena Holmström explains:

"Our large number of customer relations is a competitive advantage for us. Through Club Clas we have the possibility to get to know our customers better and thus adapt our offer to make the shopping experience better for each individual. Part of this is to work constantly to update and improve the benefits we offer, one example being the introduction of the price comparison guarantee as well as bonus on all purchases for our members in Finland. This type of benefits is popular, not least in times when many customers are paying extra attention to finding the best possible price and making a good deal".

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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 three markets, approximately 5,000 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 about us and our passion for simplifying life in all kinds of homes.