



Press release May 15, 2014

Clas Ohlson increase sales in April 2014

Sales increased by 8 per cent in April to 473 MSEK (439). In local currencies, sales increased by 8 per cent. The calendar effect, due to less trading days compared with the preceding year, is estimated to amount to a negative 4 percentage points.

Compared with the same month previous year, 11 stores have been added and the total number of stores end of April 30, 2014 was 185, including one franchise store in Dubai that was opened on April 30, 2014.

Mail order/Internet sales during April increased to 12 MSEK (8). In local currencies, mail order/Internet increased by 60 per cent.

Sales were distributed as follows:

Countries, MSEK	April 2013/14	April 2012/13	Percentage change	Percentage change, local currency
Sweden	226	205	+10	+10
Norway	183	180	+2	+4
Finland	42	36	+15	+8
Outside Nordic countries	21	17	+19	+8
	473	439	+8	+8

Total sales during the fiscal year (May 2013 to April 2014) increased by 4 per cent to 6,808 MSEK (6,519). In local currencies, sales increased 7 per cent.

The Year-end report fiscal year 2013/14 will be published on Wednesday June 11, 2014.

For more information please contact:

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The information in this press release comprises information that Clas Ohlson AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. The information was released for publication at 08:00 CET on Thursday May 15, 2014.

Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its over 180 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the NASDAQ OMX Nordic Exchange, has sales of approximately 6.7 billion SEK and over 4,300 employees. For more information on Clas Ohlson, please visit www.clasohlson.com.