



Q1 Report 2012/2013

5 September 2012

Agenda

1. Q1 2012/13 (May-July)
2. Events after period end
3. Strategic update
4. Q&A



**40-8309 Cotech Table Saw ST 10
SEK 1499**

Clas Ohlson today

- A retail chain with 162 stores in 4 countries
- E-commerce & Catalogue
- Sales of SEK 6.3 billion
- 4,000 employees
- 68 million visitors – 33 million customers



clas ohlson

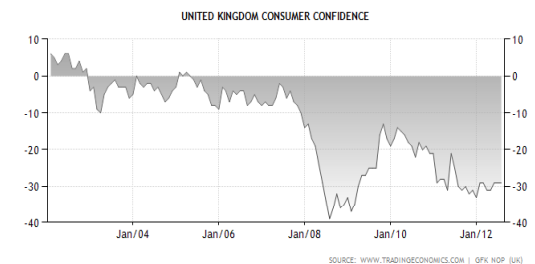
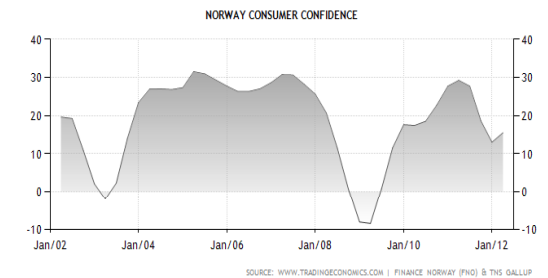
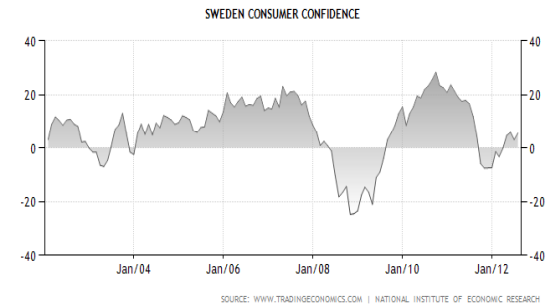
Q1 2012/13
May - July



36-4524 Table Fan
SEK 249

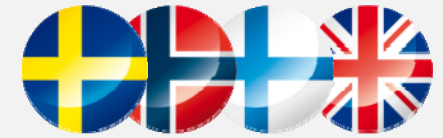
Weak overall market

- CCI Sweden increased to Index 5.6 in July but still low levels
- CCI Norway improved to Index 22.4 in the second quarter of calendar year 2012
- CCI Finland decreasing to Index 0.1 in July
- CCI UK at Index -29 in July still at very low historical level

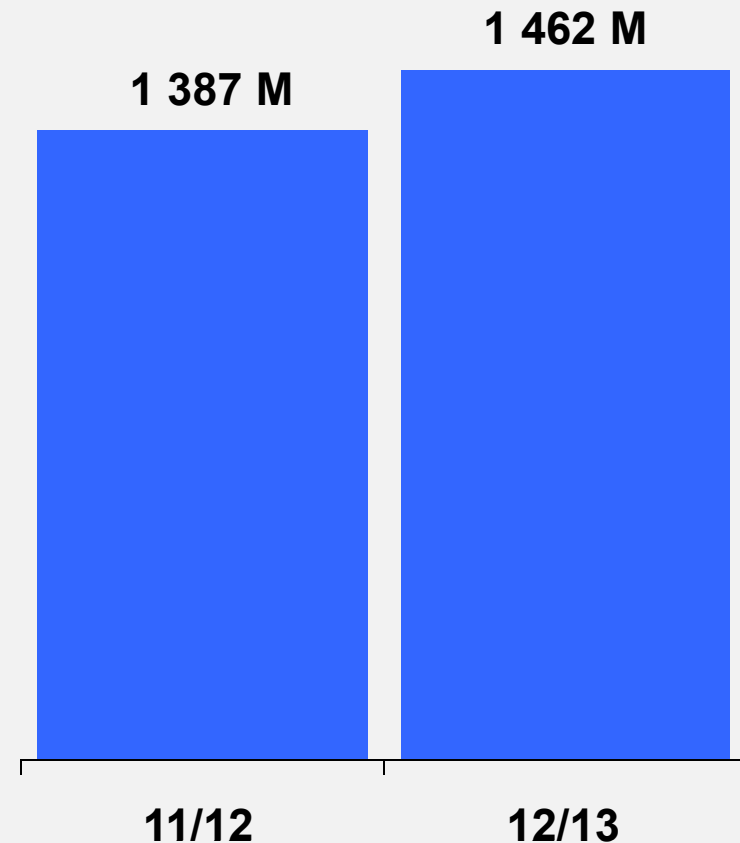


CCI: Consumer Confidence Index July 2012

Sales – Q1



- Sales up 5% to SEK 1 462 M, +5% in local currencies
 - 19 (22) more stores compared to preceding Q1
 - Comparable stores in local currency -5%
 - New stores +10%
 - Currency effects 0%
- E-com sales SEK 29 M (18), +64%
- Increased market shares in overall challenging market

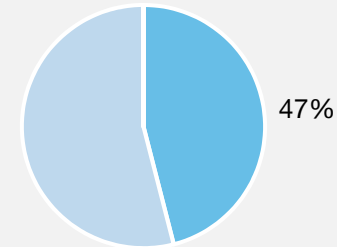


Sweden – Q1

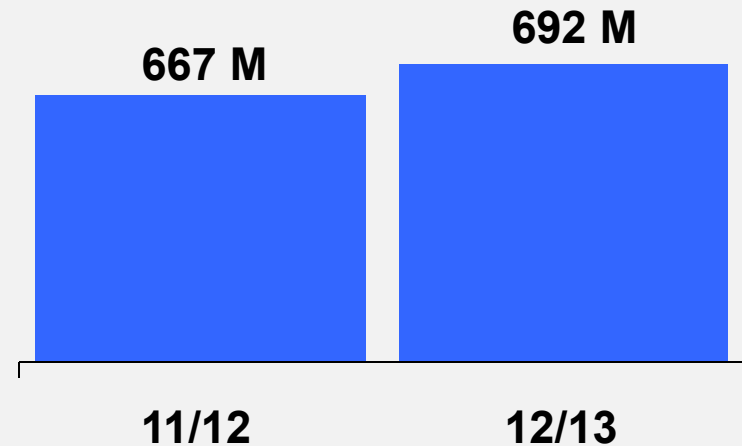
- Sales +4%
 - 2 new stores during Q1.
Total of 70
 - 8 more stores compared to preceding Q1
- Increased market share in soft market



Portion of sales, Sweden



Sales Sweden

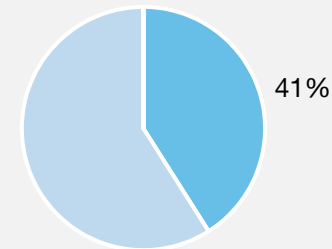


Norway – Q1

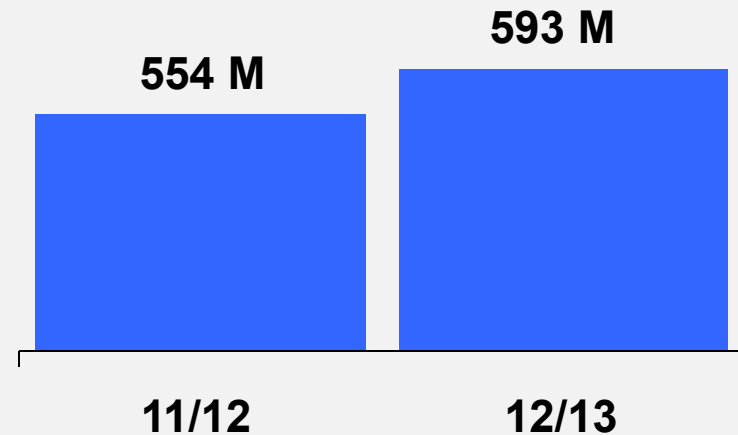
- Sales +7%
 - +7% in local currency
 - 2 new store during Q1.
Total of 58
 - 6 more stores compared to preceding Q1
- Increased market share in a fairly stable overall market development



Portion of sales, Norway



Sales Norway

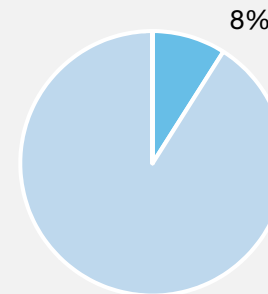


Finland – Q1

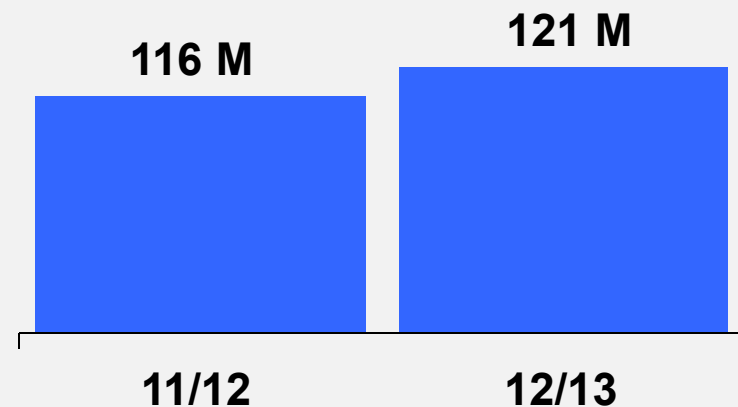
- Sales +4%
 - +8% in local currency
 - 1 new stores during Q1.
Total of 22
 - 4 more stores compared to preceding Q1
- Slow down in market and lower consumer confidence
- Strengthened brand and market position



Portion of sales, Finland



Sales Finland

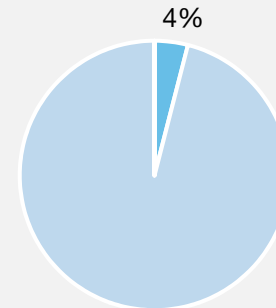


UK – Q1

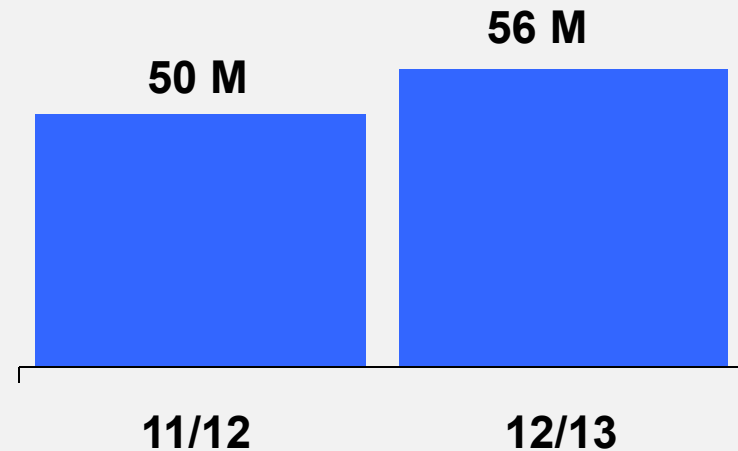
- Sales +13%
 - +5% in local currency
 - No new stores during Q1.
Total of 12
 - 1 more stores compared to preceding Q1
- Retail market under pressure, still record low level of consumer confidence
- E-com launched at end of June



Portion of sales, UK

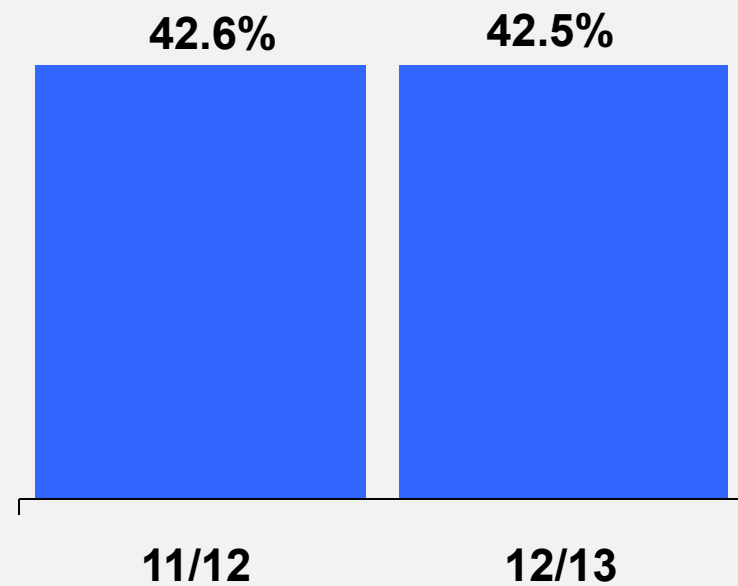


Sales UK

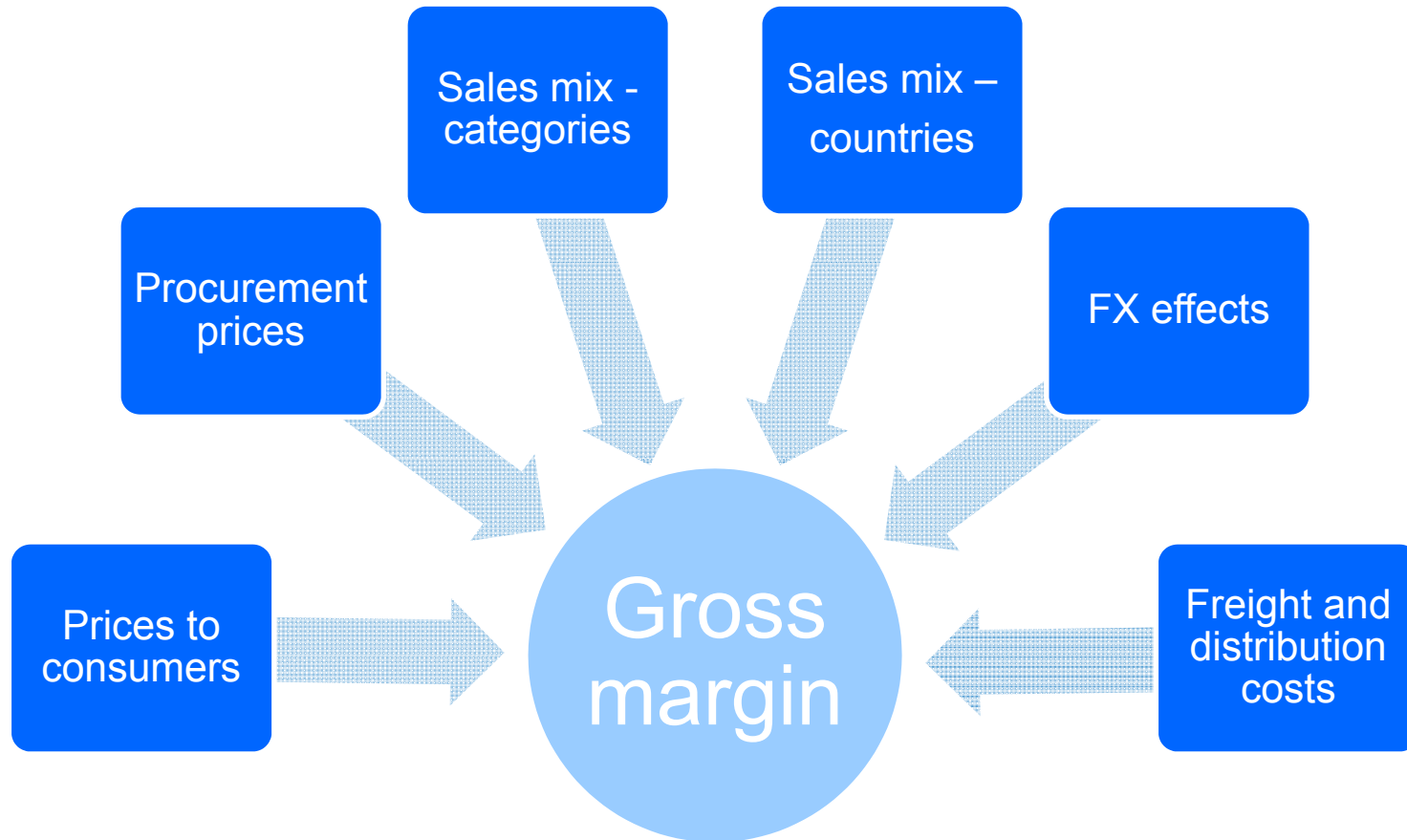


Gross margin – Q1

Gross margin 42.5% (42.6)



Gross margin – impacting factors

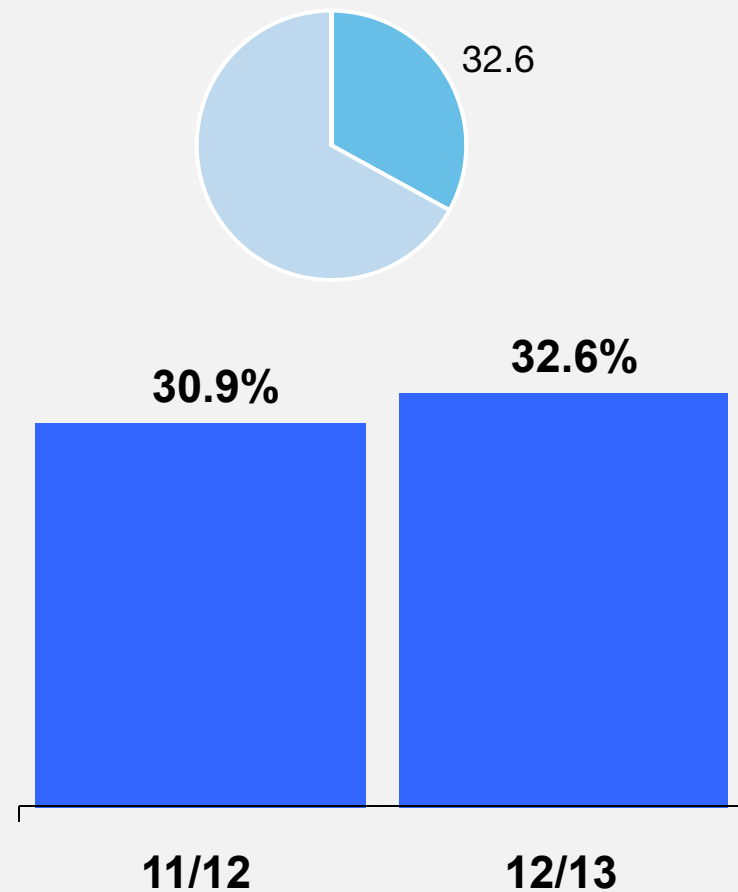


Share of sales costs – Q1

Share of sales up 1.7 percentage points to 32.6%

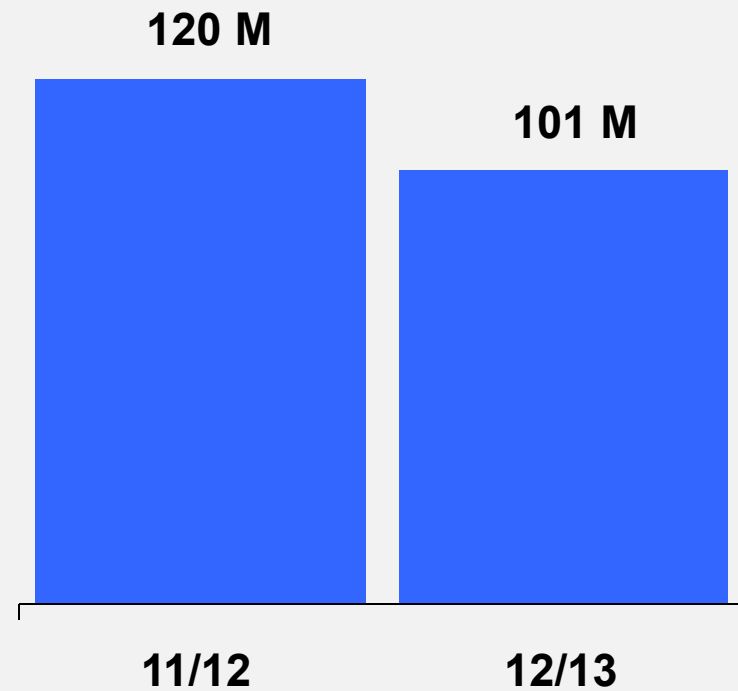
- Lower sales in comparable stores

Share of Sales Costs



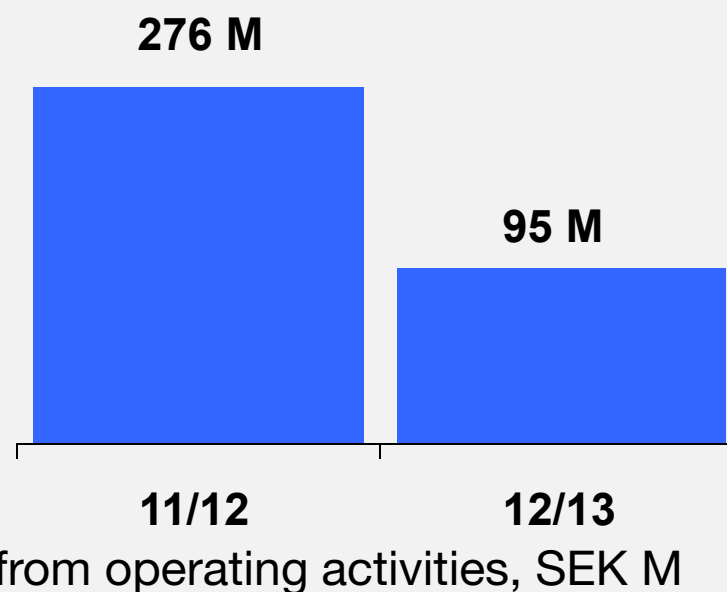
Profit – Q1

- Operating profit SEK 101 M (120)
- Profit after financial items
SEK 99 M (116)
- Profit per share SEK 1.14 (1.33)



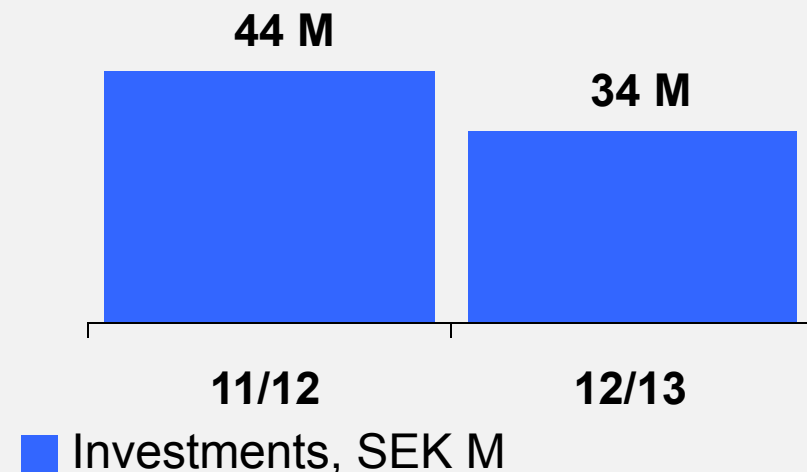
Cash flow – Q1 2012/13

- Cash flow from operating activities SEK 95 M (276)
 - Inventory: SEK 1 289 M (1 321)
 - Comparison figure includes effects of reduced inventory last year
- Cash flow after investments SEK 61 M (232)
- Net cash of SEK 103 M (Net debt of SEK 197 M)



Investments – Q1 2012/13

- Investments of SEK 34 M (44) of which:
 - New/refurb. Stores: SEK 11 M (21)
 - Other investments: SEK 23 M (23) of which SEK 14 M (11) investments in e-commerce and other IT-systems



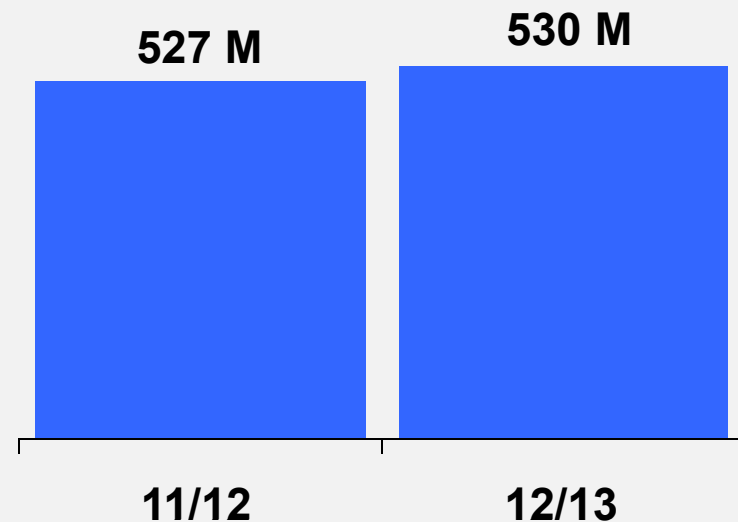
Events after period-end



36-5023 Asaklitt 500 Im LED Torch
SEK 299

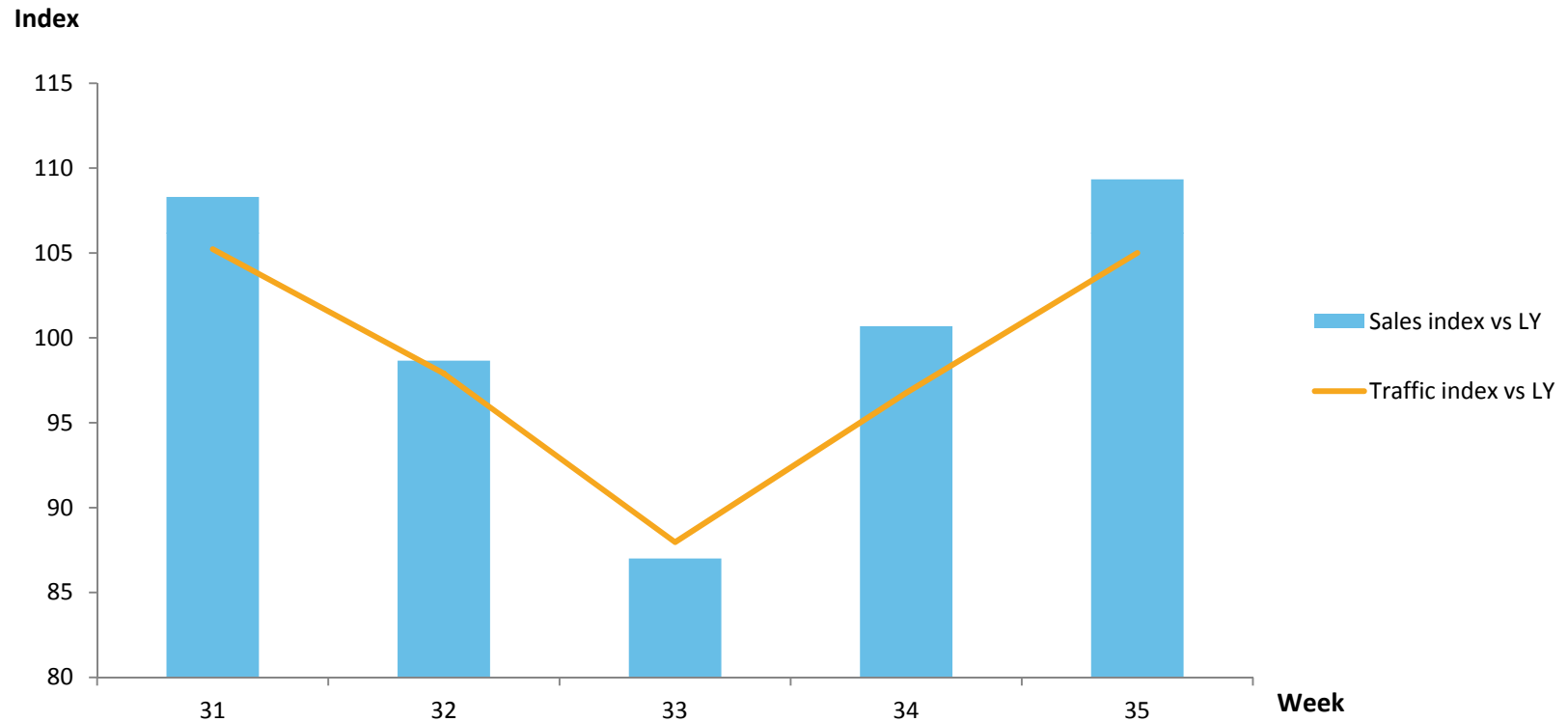
Sales – August

- Sales up to SEK 530 M (527) +1%
- 17 (23) more stores vs. August 2011
- Changes in local currencies +3%
 - Sweden - 1%
 - Norway + 6%
 - Finland +16%
 - UK + 1%
- E-com sales SEK 8 M (6), +42%



August weekly sales development

Stores Sweden



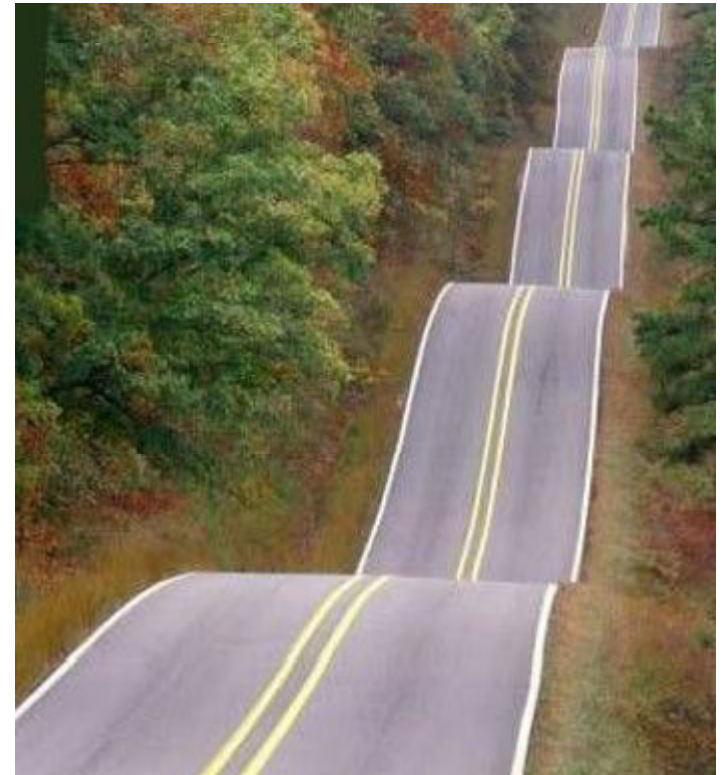
Update on strategic priorities



40-8503 Cotech LXC DD18
Drill/Driver SEK 799

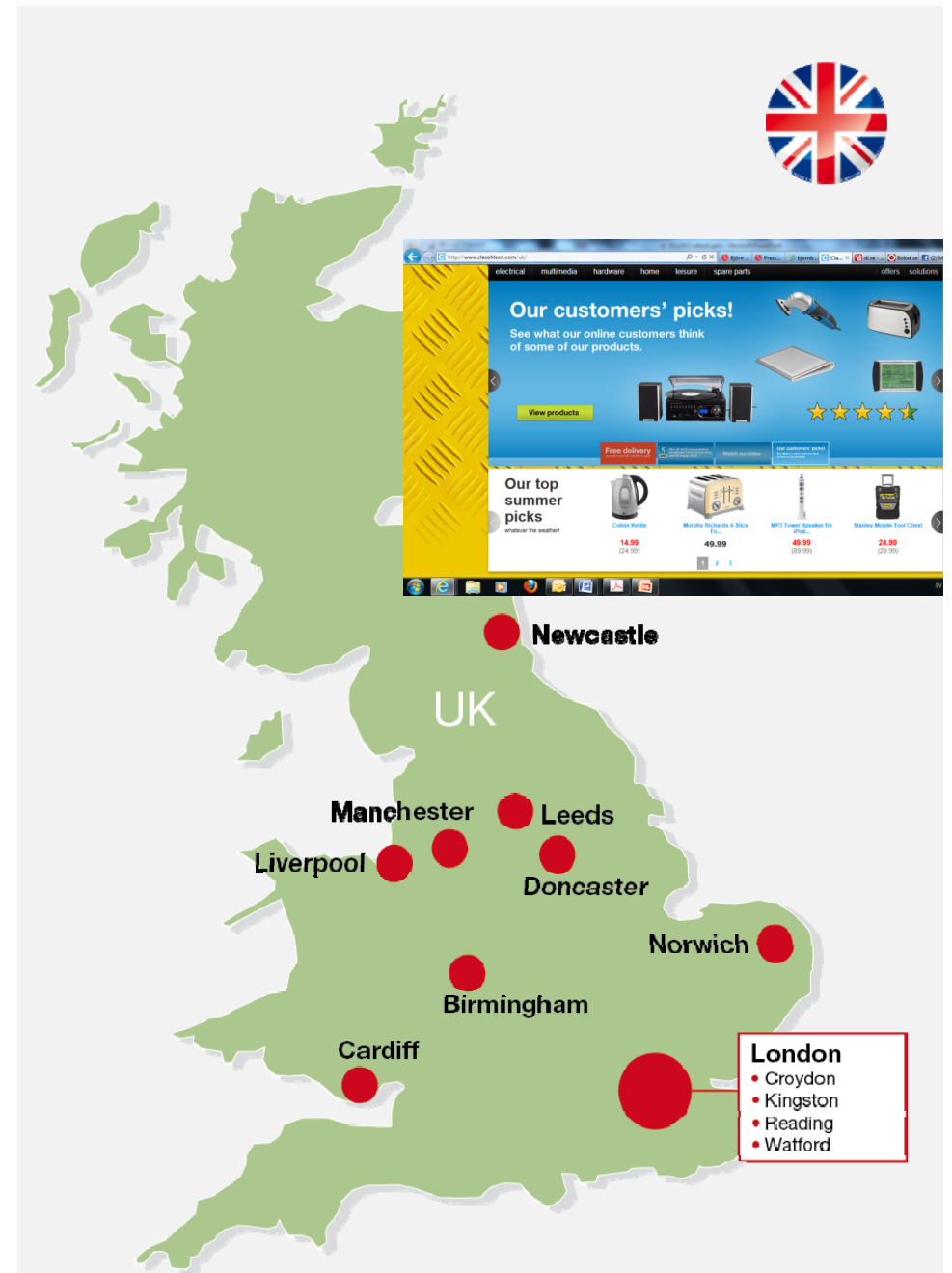
Long term focus

- Acting in volatile market place
- High activity level to further strengthen Clas Ohlson's competitive edge
- Balancing long term focus and short term actions to offset sales variations
- Strong financials



UK – long term commitment

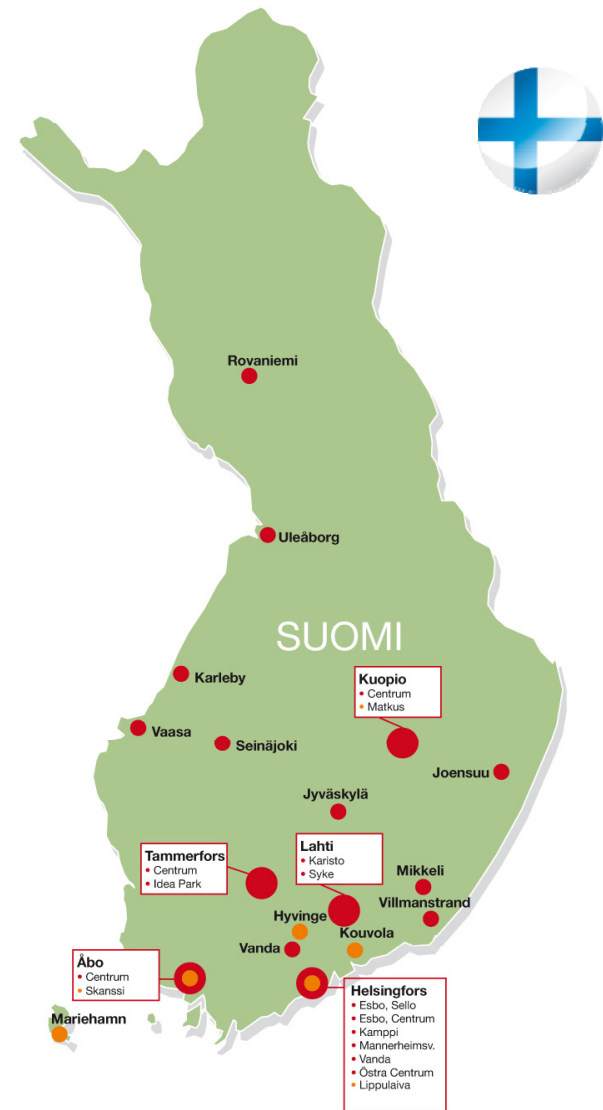
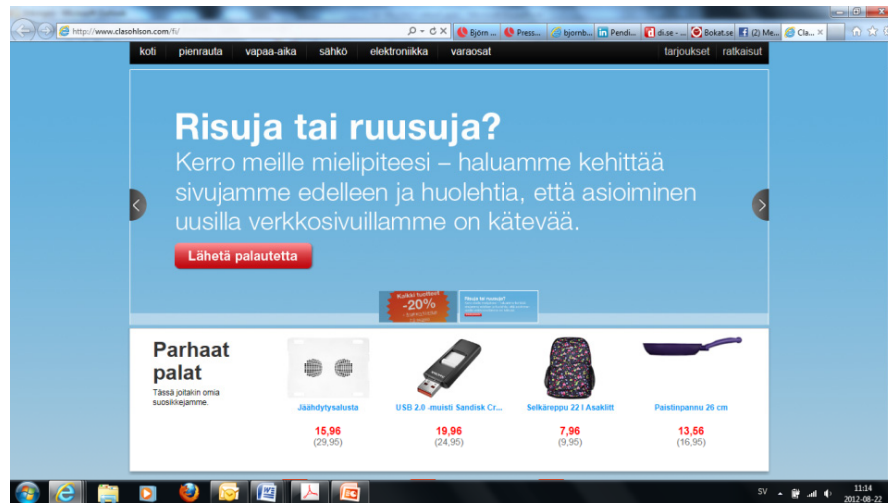
- Network of 12 stores with a potential reach 1/3 of UK population (30 minute drive)
- E-com launch at end of June 2012 – important channel to support sales and build brand in the UK
- London stores negatively affected by Olympics during July & August



clas ohlson

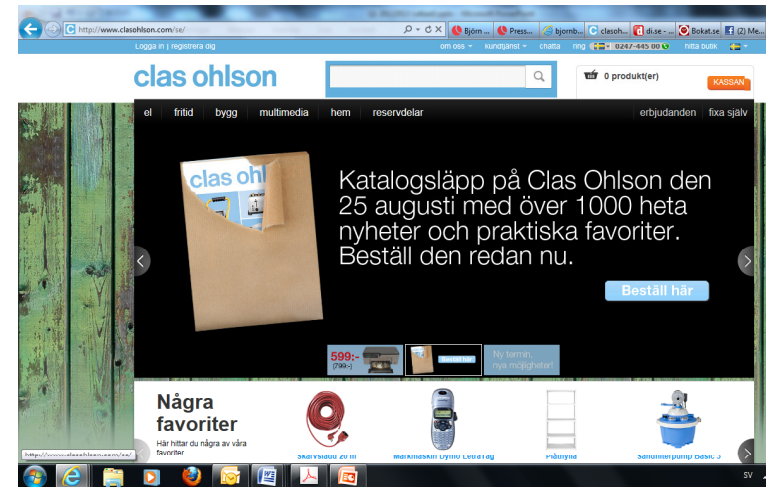
Expansion in Finland

- Strengthened brand and market position
- Currently 22 stores with 6 new stores contracted
- Market slow down and lower consumer confidence
- Launch of e-commerce on 3 Sep 2012



E-com development

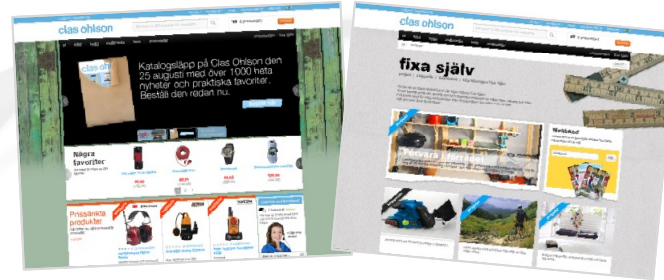
- E-com launched in all markets – important part of multichannel strategy
- Positive start with increased sales and stable technical platform
- Continued development in progress



clas ohlson

Multichannel sales

E-com



Stores



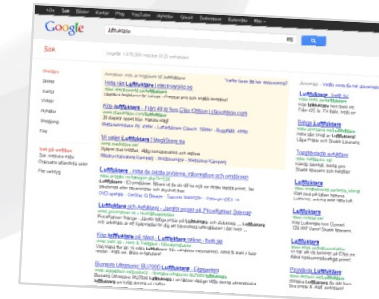
Social media



Catalogue/Phone



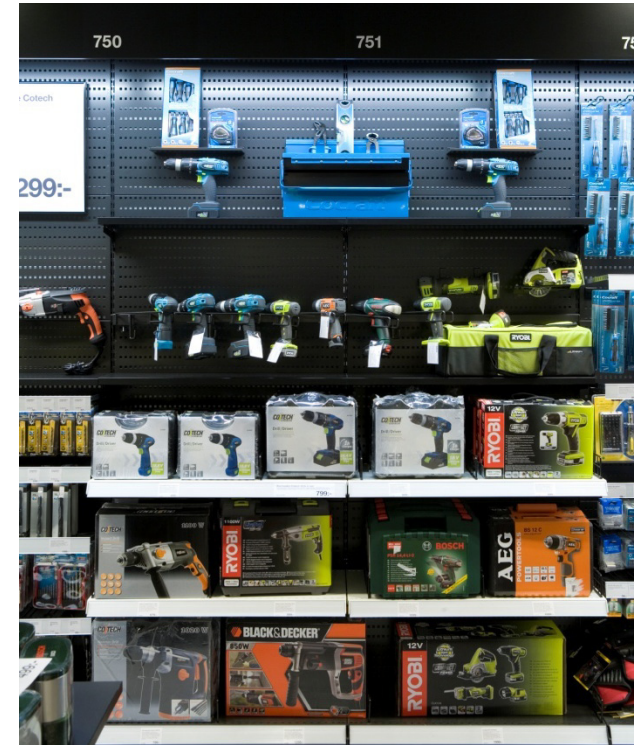
Search



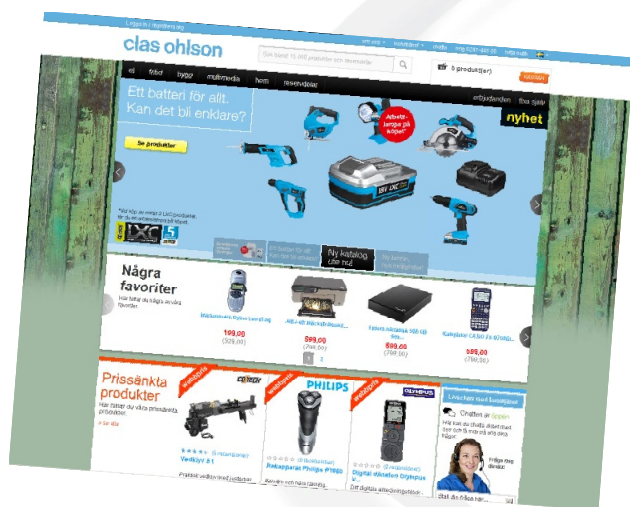
clas ohlson

Store expansion – pipeline and plans

- Target of 15-20 during 2012/13
 - 5 opened during May-August
 - Current pipeline of 17 stores contracted for opening during 2012/13 and 2013/14



Exciting autumn



clas ohlson

Summary Q1

- Continued growth and increased market shares in all markets
- Profit impacted by overall weak market and lower sales in comparable stores
- Strong financials and net cash position
- E-com launched in all markets with positive start
- High activity level to further strengthen Clas Ohlson's competitive edge



clas ohlson

Q&A

Moderator: Stellan Hellström, Nordea



38-4869 Bluetooth Speaker Tower
for iPad/iPod/iPhone SEK 2495

clas ohlson

clas ohlson

www.clasohlson.se