



Press release 2011-03-08

## **Byggmax to employ 170 during season peak**

**Byggmax will employ 170 people during spring and summer peak. The recruitments concern all stores from Umeå in the north of Sweden to Vellinge in the south. Since 2003 Byggmax has more than doubled the number of stores in Sweden and now have 53 stores across the country.**

– We continue our strong growth, both within existing stores and through new establishments. Spring and summer is the busiest seasons for us, that's why we need to recruit more staff, says Magnus Agervald, CEO Byggmax.

The Swedes' interest to renovate, rebuild and expand their homes is continuing. Tax deductions for renovation, conversions and extensions (ROT) played a part in the boom in do-it-yourself projects. A study by Byggmax in 2007 shows that one in three swedes will start one or more home improvement projects during the summer. The most popular project during the last years has been building a terrace.

– Our concept, to save money together with our customers, is appreciated by many people. And the fact that we can contribute by employing a great number of young people during the high season is very gratifying, continues Magnus Agervald

Byggmax has a total of 450 employees in Sweden. The average Byggmax store employs four to six people and during peak season the workforce is increased with one to five people per store. During the last year Byggmax opened 12 new stores, five of these on the Swedish market. During 2011 Byggmax plans to open 12-15 stores in Sweden, Norway and Finland. Six of these are planned to open in Sweden. Byggmax is the fastest growing hardware store company in Sweden and they have opened 74 stores since 1993.

### **Good quality at a low price**

Byggmax sell construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The Byggmax concept is to offer good quality products at low prices.

Ever since 1998 Byggmax has had the lowest price in "Dagens Nyheter" construction-material-price-comparisons. Byggmax is also the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel 59% of men and 41% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 9% and 11%.

### **For more information, please contact:**

Magnus Agervald, CEO Byggmax, Mobile: +46(0) 761-19 00 20, Email: [magnus.agervald@byggmax.se](mailto:magnus.agervald@byggmax.se)

The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 53 stores in Sweden, 16 in Norway and 5 in Finland. The company's sales amounted to approximately SEK 2.4 billion in 2009. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit <http://www.byggmax.com>



## Byggmax employs at these Swedish stores

Karlshamn	1	Eskilstuna	3
Karlskrona	1	Nyköping	4
Avesta <b>New store</b>	5	Enköping <b>New store</b>	6
Borlänge	2	Uppsala	9
Visby	4	Karlstad	2
Bollnäs <b>New store</b>	4	Umeå	3
Falkenberg	1	Sundsvall	3
Halmstad	1	Örnsköldsvik	2
Kungsbacka	1	Västerås	3
Varberg	1	Borås	1
Jönköping	3	Hisingsbacka	1
Värnamo	2	Kålleröd	1
Kalmar	2	Partille	1
Västervik	2	Skövde	3
Växjö	1	Trollhättan	2
Helsingborg	2	Uddevalla	1
Hässleholm	1	Lidköping <b>New store</b>	5
Kristianstad	2	Örebro	2
Löddeköpinge	1	Linköping	3
Staffanstorps	2	Norrköping	2
Vellinge	2		
Ystad	1		
Ängelholm <b>New store</b>	5		
Bromma	9		
Kungsängen	9		
Länna	9		
Norrtälje <b>New store</b>	8		
Tumba	9		
Täby	9		
Upplands Väsby	9		
Åkersberga	9		

The home improvement discount chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, the BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 53 stores in Sweden, 16 in Norway and 5 in Finland. The company's sales amounted to approximately SEK 2.4 billion in 2009. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit <http://www.byggmax.com>