



Ängelholm 2011-05-26

Press invitation: Byggmax opens in Ängelholm

On the 1th of June, Byggmax holds an opening ceremony, to mark the opening of Byggmax store in Ängelholm. The chairman of the Municipal Executive board, Rune Johansson gives a short speech and will also saw a board to mark the official opening of the store.

Place: Transportgatan 5
Time: June 1th, 10 am, local time

Program

- Chairman of the Municipal Executive board Rune Johansson holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Johan Andersson, speech on opening in Ängelholm and plans for the future.
- The store operations manager Stavros Labrakis participates.

Free hot dogs and lemonade will be served to all customers during the opening day.

RSVP to Johan Andersson either by phone +4676-1190105 or by e-mail:
johan.andersson@byggmax.se

Background to Byggmax's establishment in Ängelholm:

The low-price retailer Byggmax opens a store in Ängelholm in the spring of 2011. The store will employ five people, in addition to approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2003. There are currently 57 stores throughout the country. The newly built store in Ängelholm is situated at Transportgatan 5.

- For a long time we have wanted to establish a location in Ängelholm, and now we have found a good location for Byggmax, not in the absolute centre, but where a lot of people pass. Our stores in Helsingborg, and Halmstad are doing well, so it feels great to be able to open in Ängelholm. Says Johan Andersson, regional manager at Byggmax.

Transportgatan in Ängelholm is a good location, with a large space and the opportunity to establish Byggmax's concept. Overall, a retail space of approximately 8000 sqm is necessary, where the retail store and the drive-in occupy the most space. Byggmax's concept is based on offering customers quality products at a low prices, where customers can do a part of the job themselves to keep the costs down. Byggmax in Ängelholm will be the eight store in Skåne. Byggmax's experience is that people in Skåne are competent DIY-customers and professionals who want quality at a low cost.

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:

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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, BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 57 stores in Sweden, 16 in Norway and 7 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit www.byggmax.com