



Press release 2011-09-02

Byggmax has opened in Trondheim

(Trondheim 2 September 2011) Byggmax has opened its second store in Trondheim today. The new store is situated in the Tiller area. Byggmax has now opened 19 stores in Norway since its first store was established in the country in 2007.

- Byggmax want to cover both sides of Trondheim, and our existing store in Lade has done well. Which is why Tiller is a good area for us. We look forward to offering good quality products at low prices to even more Trondheim residents, says Tony Johansson, regional manager in Norway.

The official inauguration was held outside the main entrance on Østre Rosten 18, and Eva Henriette Mohn, from Trondheim's municipal finance- and entrepreneurial committee took part in the inauguration.

- We highly value that a representative from the municipalities finance- and entrepreneurial committee took the time to take part and saw the first plank, says Øystein Brun, store manager in Tiller, who also reported a lot of visitors and a festive atmosphere.

Good quality at a low prices

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. This is possible by purchasing large volumes from suppliers and through the effective drive-in solution where the customers drive there vehicles into the store and then load the merchandise straight into the car by themselves. This leads to lower staffing needs and the customers save money.

For more information please contact:

Magnus Agervald, CEO Byggmax,
Mobile: +46 (0)76-119 00 20,
e-mail: magnus.agervald@byggmax.se

Tony Johansson, Regional manager Norway,
Mobile: +46 (0)76-119 01 06,
e-mail: tony.johansson@byggmax.se

About Byggmax

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 59 stores in Sweden, 19 in Norway and 8 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