



Sisjön 2012-07-31

Press invitation: Byggmax opens in Sisjön

On the 3rd of August Byggmax holds an opening ceremony to mark the opening of Byggmax store in Sisjön. The head of the municipal department for business development, Roger Strömberg gives a short speech and will also saw a board in half to mark the official opening of the store. In addition, a 100 000 SEK finders fee will be presented to Bo Lindholm who found the location for the new store.

Place: Hantverksvägen 16
Time: August 3rd, 10 am, local time

Program

- The head of the municipal department for business development, Roger Strömberg, holds an opening speech and saws a board to mark the official opening of the store.
- Regional manager Tony Johansson, speaks about the opening in Sisjön, their plans for the future and presents the 100 000 SEK finders fee.
- The store operations manager Stefan Davidsson participates.

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

RSVP to Tony Johansson either by phone +4676-11 90 106 or by e-mail:
tony.johansson@byggmax.se

Background to Byggmax's establishment in Sisjön

The low-price retailer Byggmax opens a store in Sisjön in Gothenburg in Q3 2012. The store will employ four people, and approximately two to three seasonal employees. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 62 stores throughout the country. The new store in Sisjön will be situated at Hantverksvägen 16. The company has previously announced the opening of stores in Malmö and Eslöv in Q2 2012.

- For a long time we have wanted to establish a location in Sisjön, and now we have found a good location for Byggmax, where a lot of people pass. Our stores in Kållerød, Hisingsbacka and Partille are doing well, so it feels great to be able to open in Sisjön. Says Tony Johansson, regional manager at Byggmax.

Hantverksvägen in Sisjön 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 Sisjön will be the fourth store in Gothenburg. Byggmax's experience is that people in Gothenburg are competent DIY-customers and professionals who want quality at a low cost.

Good quality at a low price

Byggmax sells 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.

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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 62 stores in Sweden, 22 in Norway and 8 in Finland. The company's sales amounted to approximately SEK 3 billion in 2011. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit <http://www.byggmax.com>