



Press release 2013-04-09

Byggmax opens in Arvika in Q2 2013

The low-price retailer Byggmax opens a store in Arvika in Q2 2013. The new store will employ four people, and one seasonal employee. Byggmax has more than doubled the number of stores in Sweden since 2006. There are currently 64 stores throughout the country. The new store in Arvika will be situated at Silovägen 9. The company has previously announced the opening of stores in Karlskoga, Torslanda, Sandviken and Härnösand during the same period of time.

- For a long time we have wanted to establish a location in Arvika, and now we have found a good location for Byggmax, where a lot of people pass. Our store in Karlstad is doing well, so it feels great to be able to open in Arvika. Says Daniel Svensk, regional manager at Byggmax.

Silovägen 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.

Good quality at a low price

Byggmax sell basic construction materials such as lumber, flooring, dry-wall, cement, windows, doors and paint to both professionals and DIY-customers. The company also offers an additional product range, which includes interior design products through its Online-store which was named "e-commerce site of the year 2012" The Byggmax concept is to offer good quality products at low prices.

Byggmax is the construction material retailer that Swedish house owners deem has the lowest prices, and according to the "Vi i Villa" house owners panel (may 2012) 50% of men and 34% of women believe that Byggmax has the lowest prices, the figures for the closest competitor are 6% and 7%.

For more information please contact:

Magnus Agervald, CEO Byggmax, Mobile: +46 761-19 00 20, E-mail: magnus.agervald@byggmax.se
Daniel Svensk, Regional manager, Mobile: +46 761-19 01 03, E-mail: Daniel.svensk@byggmax.se

The home improvement discounter 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 64 stores in Sweden, 22 in Norway and 9 in Finland. The company's sales amounted to approximately SEK 3,1 billion in 2012. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010.

For more information, please visit www.byggmax.com