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Rapid store expansion by Skånska Byggvaror

In 2016, Skånska Byggvaror will open five new stores in Sweden located in: Malmö, Örebro, Uppsala, Värmdö and Falun. The store openings will make it easier for home and house owners to access Skånska Byggvaror's product range and, in parallel, contribute to the company's omnichannel development.

The investment in proprietary stores started in Stockholm and Gothenburg in 2014 and in Norrköping in 2015. Skånska Byggvaror is now expanding through the addition of five new stores. The first three stores will open in Malmö, Örebro and Uppsala and, thereafter, two stores will be opened, one in Värmdö and the other in Falun. This means that including its store in Helsingborg, Skånska Byggvaror will have eleven stores, of which two are located in Norway under the 'Grönt Fokus (Green Focus) brand.

"We meet new customer groups in the stores and boost our visibility in Sweden. Customers can come and feel sun rooms, greenhouses, windows and doors to make certain that our offering has the best style, quality and value for money. The stores comprise a key investment that will make it even easier for customers to get access to our product range," says Anders Johansson Eickhoff, CEO of Skånska Byggvaror.

The stores are built inside existing Plantagen stores, are slightly larger than 600 square meters and are integrated with Plantagen's green surroundings and vegetation. This is an excellent environment in which to showcase Skånska Byggvaror's product range of sun rooms, greenhouses, windows and doors that also includes jacuzzis, storage solutions and cabins.

"The shop-in-shop solution at Plantagen is a dream scenario for us. We gain immediate access to customers interested in home design who will come into natural contact with inspiring products and our knowledgeable staff," says Beiron Palm, Manager of Business Development and Production at Skånska Byggvaror.

Skånska Byggvaror's store personnel help customers navigate the extensive product range and to create beautiful and functional homes, irrespective of whether this involves indoor or outdoor products. Goods ordered from stores are later delivered, carriage paid, to customers' homes across Sweden.

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About Byggmax

The Byggmax Group consists of Byggmax, Buildor and Skånska Byggvaror. Byggmax was launched in 1993 and currently has 76 stores in Sweden from Ystad to Luleå. The company had net sales of approximately SEK 3.5 billion in 2014 and is continuing to expand strongly. Byggmax also has 30 stores in Norway and 13 in Finland. The website sells the entire store assortment, as well as an extensive range of products available to order. From the very beginning, Byggmax's business concept has been to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. Byggmax has a drive-in system at all its stores, enabling customers to load their products into their vehicles directly. This makes life easy and efficient for customers, particularly when buying heavy construction materials. Buildor is a rapidly growing online retailer within building materials, with sales of almost SEK 50 million for the last 12 months, until September 2015), and with a growth rate of more than 150% over the same time period. Buildor and Skånska Byggvaror were acquired by the Byggmax Group in November 2015. The Byggmax Group was listed on the Nasdaq OMX Stockholm Exchange in June 2010.

About Skånska Byggvaror

Skånska Byggvaror is an expansive and profitable online Nordic distance retailer of refined building products for the DIY market. Skånska Byggvaror strives to offer a carefully selected and affordable product range to DIY customers, mainly through its web platform. The business model is characterized by a high number of products under its own brand, control of the value chain from product development to home delivery and a high level of service regardless of sales channel. In addition to the web, Skånska Byggvaror has six physical stores; four in Sweden and two in Norway. Since its founding in 1965, the company has successfully developed from a mail order vendor to an established distance retailer with over six million visits to its website each year.