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2015 new record year for Skånska Byggvaror that is laying the foundations for its year of stores in 2016

Fifty years after launching its business, Skånska Byggvaror is summing up its most successful year so far. Net sales increased by 22 percent to SEK 721 (590.3) billion and operating profit reached 7.8 percent (EBITDA). Behind this development is an increase in sales spanning all product groups, sharp growth in Norway, store expansion and a greater focus on e-commerce and product launches. Planning is in progress to ensure that this strong growth continues, and 2016 will be the real omnichannel year, with five new stores opening in Sweden. Also, expansion in Denmark is in the pipeline.

Skånska Byggvaror has grown its sales by an average of more than 20 percent over the past eight quarters. The strongest growth in 2015 comes from the Norwegian subsidiary Grönt Fokus, which grew by 70 percent as market presence increased and a new store was launched in Oslo. Skånska Byggvaror's focus on e-commerce and omnichannel has continued to reap rewards as new customer groups have become aware of the company's products - online or in the increasing number of stores being opened. During the year product launches have come thick and fast in segments such as outdoor spaces, windows, doors and storage.

"We had a wonderful 2015 and are pleased to have reached our targets where both sales and profit are concerned. What is particular pleasing is that our Norwegian initiative is delivering such strong results, giving us the stamina to both continue our efforts in Norway and expand in Denmark through the acquisition of Pavillon. A big thank you to all our employees, who are helping us achieve our goals. We're now preparing for a 2016 that's just as exciting, with a number of store launches and continued focus on offering amazing products to our customers," says Anders Johansson Eickhoff, CEO at Skånska Byggvaror.

2015 was an eventful year for Skånska Byggvaror. Apart from the strong expansion, focus on e-commerce and stores, new products, preparation for stock exchange listing and a growing organisation, the year was also about acquisitions. Byggmax acquired Skånska Byggvaror at the end of 2015, and at the same time, Skånska Byggvaror acquired the Danish company Pavillon, establishing a presence in Denmark.

"Our expansion will continue at a rapid pace in 2016. We'll be investing in online stores and e-commerce, customer service and five new physical stores. The aim is to reach more customers - in the places and at the times they wish to get in touch with and make purchases from us. We aim to be the best omnichannel player for the DIY sector," says Anders Johansson Eickhoff, CEO at Skånska Byggvaror.

In 2015 15 new employees were taken on at Skånska Byggvaror. This year, the company expects to employ 30 new people. Many of these will staff the newly opened stores in Malmö, Örebro, Uppsala, Värmdö and Falun. All of these stores will open in March 2016.

For further questions, please contact:

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About Skånska Byggvaror

Skånska Byggvaror is an expansive and profitable online-based Nordic e-retailer of refined building products for the DIY market. Over the course of 50 years the company has established a leading position in refined building products for DIY enthusiasts. The well-known greenish-yellow trademark stands for an affordable range with good quality and a high level of service regardless of sales channel. The range with its own brands encompasses products for large parts of the exteriors and interiors of buildings, including everything from windows and doors to storage and outdoor spaces - always with home delivery at a fixed price. Today, the company is one of Sweden's biggest e-commerce players thanks to a unique, scalable business concept with control of the entire value chain, from product concept to end consumer. Skånska byggvaror has around 200 employees with operations in Sweden and Norway (Grönt fokus) and its headquarters in Helsingborg.

About Byggmax

Byggmax Group consists of Byggmax and Buildor. The home improvement discount chain Byggmax was launched in 1993 and has 76 stores in Sweden, from North to South. Turnover in 2014 was approximately SEK 3,5 billion, and the company continues to expand. The website sells the entire store assortment, as well as an extensive extra ordering assortment. Since the start, the 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 in all stores, where the customers bring their cars and load the material directly on to them. This makes it simple and quick for the customers to shop, especially when shopping heavy building materials. Buildor is a fast growing on-line retailer within building materials, with a turnover of almost SEK 50 million the last 12 months (30 september 2015), and with a growth rate of more than 150% compared to the previous 12 months. Buildor was acquired by Byggmax Group in November 2015. Byggmax Group has been listed on NASDAQ OMX Stockholm since June 2010.