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## Byggmax to start co-operation negotiations in Finland aiming to implement a new growth strategy

To implement its new growth strategy in Finland Byggmax plans to reorganize its store network. Therefore, Byggmax subsidiary Filialen Byggmax AB Finland will start employee co-operation negotiations in seven stores. The co-operation negotiations will start on July 10th, 2017 and they may result in at the most 30 employment relationships to be terminated.

Byggmax will launch a new expansion plan for its business in Finland, and therefore plans to make its store network more effective.

- To be able to invest in Finland we need to make sure that our business is solid. Byggmax has been present in Finland since 2008 without reaching its long-term goal to create a store network of 20–25 stores. We see a great potential in Finland and we are under no circumstances planning to exit Finland. Our aim is now to create a solid base for our updated growth strategy, says Byggmax Group's President & CEO President & CEO Mattias Ankarberg.

## For further questions, please contact

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## **About Byggmax Group**

Byggmax Group consists of Byggmax, Skånska Byggvaror, and Buildor. For 2016, the Group's net sales was SEK 5.2 billion. Byggmax Group is listed on Nasdaq since 2010.

Byggmax was founded in 1993 and currently operates 84 stores in Sweden, 34 in Norway and 13 in Finland and e-commerce in all three countries. Byggmax online offer consists of both the complete store assortment as well as an extensive range of online-exclusive products. Since the very beginning, Byggmax business concept has been discount DIY retailing, being the best price DIY retailer for consumers in need of high-quality construction materials. Byggmax stores are located close to the customers homes and are equipped with a drive-in system enabling easy shopping, including the loading of products directly onto the customers vehicles. During the past two years, Byggmax Group has acquired Skånska Byggvaror Group and Buildor AB. Skånska Byggvaror is a distance and e-commerce retailer of building projects and materials, with strong offers in e.g., conservatories and green houses. Skånska Byggvaror operates in Sweden, Norway, and Denmark, online and with 13 showroom stores. Buildor is a fast growing e-commerce retailer of home improvement products.