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Oskar Rööf — New CIO for the Bygghuset Group

The Bygghuset Group has recruited Oskar Rööf as its new CIO and member of Group management.

Oskar Rööf joins Bygghuset from his role as CIO at Espresso House. He has an extensive track record in the development of IT services for the retail, airline and restaurant sectors.

"We are delighted to welcome Oskar to Bygghuset. His experience as CIO and genuine IT skills together with his values that match well with the Bygghuset spirit, make Oskar a welcome addition to Group management," says Pernilla Walfridsson, CFO of the Bygghuset Group. The role of CIO is new and Oskar will report to the Bygghuset Group's CFO Pernilla Walfridsson.

Oskar will join the Bygghuset Group in spring 2018.

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About Bygghuset Group

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

Bygghuset was founded in 1993 and currently operates 86 stores in Sweden, 34 in Norway and 13 in Finland and e-commerce in all three countries. Bygghuset online offer consists of both the complete store assortment as well as an extensive range of online-exclusive products. Since the very beginning, Bygghuset business concept has been discount DIY retailing, being the best price DIY retailer for consumers in need of high-quality construction materials. Bygghuset 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, Bygghuset 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 14 showroom stores. Buildor is a fast growing e-commerce retailer of home improvement products.