



Solna, March 23 2011

Invitation to press meeting, 1st of April at 12.30

Byggmax aims for e-trade leadership on building materials – Challenges the kitchen industry with the introduction of Europe's largest kitchen producer

Byggmax launches their extended range on the 1st of April. The aim is to become Sweden's leading online distributor for building materials, kitchens and bathrooms. By extending their range Byggmax becomes a full range supplier for building materials and can exploit their position as price leaders in order to gain further market share on the web.

An important part of this initiative is to introduce Europe's largest kitchen producer, Black Red White, and offer kitchens with the lowest prices on the market. "Kitchen and building materials should not be expensive, everyone should be able to make their dreams come true" says CEO, Magnus Agervald.

Programme

- CEO Magnus Agervald presents Byggmax strategy and their commitment to become the best on the web in Sweden.
- Presentation of the "Swedish kitchen report". The survey covers what inspires the Swedes, how we reason about kitchens and renovations, and what we are willing to pay for a new kitchen.
- Presentation of profile products for kitchens, bathrooms and gardens.
- Opportunity to meet suppliers and see more than 500 products, including Black Red White, Europe's largest kitchen supplier.

In addition to the press briefing, a light lunch with drinks and coffee will be served. Transportation to and from Upplands Väsby can be arranged if you wish.

Location: Infracity, Scandic exhibition and conference hotel, Kanalvägen 10, Upplands Väsby

When: Friday, 1st of April 1st at 12.30 - 13.00

For press briefing registration, transport and booking for individual interviews with CEO Magnus Agervald, please contact Robin Goncalves on telephone +46 73 371 36 10 or robin.goncalves@grayling.com.

Welcome,

Magnus Agervald, CEO, Byggmax

Byggmax was founded in 1993 and currently has 54 stores across Sweden, from Vellinge to Luleå. The company achieved sales of approximately SEK 2.8 billion in 2010 and continues to grow rapidly. Byggmax also has 16 stores in Norway and 4 in Finland, bringing the total number of stores up to 74. Since its introduction, Byggmax

mission is to be the best and cheapest option for consumers who seek high quality building materials. Bygghmax have a 'drive-in' system in all their stores so that customers can bring their cars and load their goods directly. This makes it easy and efficient for customers to shop, especially for heavier building materials. For more information see www.bygghmax.se.