



Press release 25-3-2011

## Byggmax opened in Pori and Porvoo in Finland today

**The low-price retailer Byggmax opened new stores in Pori and Porvoo today, the 25<sup>th</sup> of March. Byggmax now has a total of six stores in Finland. The aim is to open another 1–2 stores in Finland during 2011.**

The address for Byggmax's store in Pori is Mikkolankaari 4 and in Porvoo Höylänlastu 2. Both stores are centrally located next to the highways leading to the cities' centers.

– The Byggmax concept of good quality products at low prices interests Finns. Our strategy is to continue to establish new, successful stores and strengthen our position on the market, says **Magnus Agervald**, CEO at Byggmax.

In addition to the new stores in Pori and Porvoo, Byggmax has stores in Jyväskylä, Lahti, Turku (Itäharju) and Vaasa. Later this spring, Byggmax will open its second store in the Turku area in Raisio.

### **For more information, please contact:**

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*The home improvement discounter chain BYGGmax was launched in 1993 and its business concept is to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. In 2007, BYGGmax launched its business in Norway, and the first store in Finland was opened in 2008. Today BYGGmax has 54 stores in Sweden, 16 in Norway and 6 in Finland. The company's sales amounted to approximately SEK 2.8 billion in 2010. BYGGmax has been listed on NASDAQ OMX Stockholm since June 2010. For more information, please visit [www.byggmax.com](http://www.byggmax.com)*