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Garant Såklart puts climate first

Garant Såklart is the first brand in Sweden to climate-certify all of its products. The products bear the Nordic Swan ecolabel, the Swedish Asthma and Allergy Association's symbol, and are climate-compensated. Shampoo, balsam and skin cream are the first products slated for launch.

Nine out of ten people in Sweden want companies to take greater responsibility for the environment, according to a survey conducted by the market research company Cint.* Axfood has developed a line of products to meet this demand.

"There are far too few ecolabelled hygiene and beauty products on the market," says Åsa Domeij, Head of Environment and Social Responsibility at Axfood. "What's more, we want to raise the bar and go further than the requirements for ecolabelling according to the Swan or Good Environmental Choice marks. Adding an allergy certification seems only natural. Plus, we climate-compensate all Garant Såklart products."

Climate compensation is only one part of climate certification. Most important is to take the product's content and packaging, etc. into consideration. Products are therefore made as concentrated as possible, to minimize emissions from transports.

"The idea behind Garant Såklart is to reduce our environmental impact as much as we can and then to compensate for the environmental impact that remains," says Åsa Domeij. "We handle our climate compensation together with Tricorona Climate Partner. They make sure that the money from climate compensation goes to projects approved by the UN."

** Survey performed on behalf of Axfood in December 2010. The result is based on responses from a random, quota sampling of 1,062 Swedes aged 18–74.*

For further information, please contact:

Åsa Domeij, Head of Environment and Social Responsibility, Axfood AB, tel. +46-730-77 43 07
Ingmar Kroon, Director Press Relations, Axfood AB, tel. +46-702-89 89 83
Helena Nyqvist, Project Leader, Axfood Sverige AB, tel. +46-702-001031

Axfood AB conducts food retail and wholesale business in Sweden. Retail business is conducted through the wholly owned store chains Willys, Hemköp and PrisXtra, comprising 231 stores in all. In addition, Axfood collaborates with a large number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp and Willys chains as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with approximately 840 proprietor-run stores. Wholesaling is conducted through Dagab and Axfood Närlivs. Axfood is listed on Nasdaq OMX Stockholm AB's Large Cap list. Axel Johnson AB is the principal owner, with approximately 46% of the shares.



Facts about Garant Såklart

Axfood will be launching the following Garant Såklart products in February

- Shampoo 250 ml
- Balsam 250 ml
- Shower gel 250 ml
- Liquid soap with pump 250 ml
- Liquid soap refill 500 ml
- Skin cream 250 ml
- Shampoo & shower gel for children 250 ml
- Skin cream for children 250 ml
- Hand lotion 100 ml

Press photos are available at: www.intropr.se/garantsaklart/pressbilder.zip.

Garant Såklart products will be available at Willys, Willys Hemma, Hemköp, Tempo, Handlar'n, PrisXtra and Vi stores starting with the week of 7 February. The product line will be expanded, and additional products will be launched in early March.

For further information about the products, visit www.tyckomgarant.se.

For further information about Tricorona Climate Partner, visit: www.tricorona.se.

Climate compensation with Tricorona Climate Partner

Axfood's climate compensation is conducted in collaboration with Tricorona Climate Partner, a world leader in developing climate compensation projects in developing countries with a focus on renewable energy and energy efficiency improvement, such as wind power, small-scale hydro power and biomass power plants. Renewable energy projects such as these reduce the use of fossil fuels in the region and contribute to sustainable development. The compensation is achieved through Clean Development Mechanism projects that are registered under the UN's Kyoto Protocol, resulting in proven climate benefit. The projects are also Gold Standard Certified, entailing the fulfilment of further criteria for sustainability and social responsibility.

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