



Willys opens in Bromma

The Willys discount chain continues to grow in the Greater Stockholm area. At 8 a.m. on Thursday, 27 April, Willys will be opening a brand new store in the growing shopping centre adjacent to Bromma Airport. Willys now has 20 stores in the Greater Stockholm area.

"Willys' business concept is to offer Sweden's cheapest bag of groceries. The expansive shopping centre adjacent to Bromma Airport very well-suited for 'big shopping', and Willys will now bring the price competition that is needed in Bromma," says Anders Quist, Acting President of Willys AB.

The store is located at Masungsvägen 28 and has 2,600 sq.m. of retail space. The store's manager is Anders Morén, who served most recently at Axfood Närlivs in Solna, where he was head of cash & carry operations for three years.

"It feels very exciting to be on board from the start with an entirely new store," says Morén. "We at Willys look forward to offering shoppers in Bromma not only lower grocery prices, but also an inspiring shopping experience through our focus on fresh products."

Willys is today Sweden's largest discount food chain, with a wide range of products and a special focus on fresh products, such as fruits and vegetables, meats, and dairy products. The stores have an offering of some 8,000 items, covering 95% of consumers' annual grocery purchases. Willys' composite grocery prices are the lowest in Sweden. The main reason for this is that the stores are run highly efficiently and with low overhead. Efficiency is achieved, among other things, through purchases of large volumes by a central purchasing organization. In all, the Willys chain comprises 106 Willys stores and 45 Willys hemma stores, which are smaller versions of the Willys discount concept. The Willys chain is set on further expansion.

The Willys store in Bromma will be open for business weekdays from 8 a.m. to 9 p.m, Saturdays from 8 a.m. to 7 p.m., and Sundays from 10 a.m. to 7 p.m.

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Willys AB's business concept is to offer Sweden's lowest grocery prices. The chain comprises more than 150 wholly owned stores, with annual sales of approximately SEK 14 billion. Willys AB is thus Sweden's marketleading discount food chain. Willys is part of Axfood AB which conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma,

comprising roughly 240 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo brands. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Stockholm Stock Exchange O-list, Attract 40. Axel Johnson AB is the principal owner, with approximately 45% of the shares.