



PRESS RELEASE, 27 September 2006

## Willys now opening in Sandviken

The discount food chain Willys continues its expansion. On Thursday, 28 September at 8 a.m., Willys will be opening a newly built store in the Mosaiken retail area in Sandviken. Willys is one of Sweden's fastest growing discount food chains with a special focus on fresh products, such as fruits and vegetables.

Willys' business concept is to offer Sweden's cheapest bag of groceries. Accordingly, the customer offering is based on everyday low prices and a broad product selection, including brand-name as well as private label products. Willys puts extra emphasis on offering a wide selection of fresh products, such as fruits and vegetables, meats and dairy products.

"Willys will present a challenge for other food retailers in Sandviken," says Lars-Gunnar Peterson, Regional Manager of Willys AB. "There is high demand among consumers to be able to buy groceries at low prices, and Willys usually wins in most price comparisons that are carried out."

Willys is today Sweden's largest discount food chain, with a wide selection of products. The stores have an offering of roughly 8,000 items (excluding non-food products), 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.

Opening hours for the new Willys store at Linggatan 26 will be from 8 a.m. to 9 p.m., Monday–Saturday, and from 10 a.m. to 9 p.m. on Sundays.

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**Willys'** business concept is to offer Sweden's cheapest bag of groceries. The operation comprises over 150 wholly owned stores, with estimated annual sales of approximately SEK 15 billion. Willys is thus Sweden's market-leading 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.