



Press Release March 14, 2012

Byggmax to employ 242 during season peak

Byggmax is continuing to grow, and ahead of the spring and summer season peak they are hiring 242 new employees in the Nordic region: 168 in Sweden, 63 in Norway and 11 in Finland.

– We continue our strong growth, not only through existing stores but also through new stores and online sales. We are now entering our peak season and need additional skilled personnel for our 87 Nordic stores, says Magnus Agervald, Managing Director of Byggmax.

April is the month when DIY starts taking off in Sweden, and it also marks the beginning of peak season for the construction industry. Swedes' interest in rebuilding, extending and renovating remains strong. In a survey commissioned by Byggmax in 2011, 68% of Swedes who own their own home or holiday home have rebuilt, extended or renovated over the past three years.

– Much of our recruitment is for the summer season. The ideal candidate is a service-minded woman or man who is interested in building and DIY. And the fact that we can contribute by employing a great number of young people during the high season is very gratifying, continues Magnus Agervald

Byggmax had 527 employees in Sweden at the beginning of 2012. An average Byggmax store has around six employees, and during the peak season staffing is increased by between one and five people per store. Last year Byggmax opened 13 new stores, six of which were in Sweden. In 2012 the company plans to open 10-15 stores in Sweden, Norway and Finland. Byggmax is one of the fastest growing DIY chains in the Nordic region, and has opened 87 stores since starting up in 1993.

Lowest prices according to *Vi i Villa* homeowner panel

Byggmax is the DIY store with the lowest prices, according to Sweden's homeowners. A panel put together by homeowners' magazine *Vi i Villa* reveals that 50% of men and 34% of women think Byggmax has the lowest prices, compared to 9% regardless of gender for the nearest competitor. Byggmax also won independent research company Testfakta's price survey on 1 June 2011 for a 20 m² terrace.

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The home improvement discount chain BYGGmax was launched in 1993 and currently has 59 stores in Sweden, from Ystad in the south to Luleå in the north. The company had net sales of approximately MSEK 3,000 in 2011 and is continuing to expand strongly. BYGGmax also has 20 stores in Norway and 8 in Finland, making the total number of stores 87. From the very beginning, BYGGmax's business concept has been to be the best and most inexpensive alternative for consumers in need of high-quality construction materials. BYGGmax has a drive-in system at all its stores, enabling customers to load their products into their vehicles directly. This makes life easy and efficient for customers, particularly when buying heavy construction materials. For further information, go to www.byggmax.com