



Press release, 30 June 2011

Campaign generates over SEK 1 million for Save the Children

At the start of 2011, Willys joined forces with its suppliers to donate a portion of its sales to Save the Children. Over SEK 1 million has now been donated since the beginning of the year.

Every week a portion of the sale of selected goods at Willys has gone to Save the Children. Willys and a number of the chain's suppliers have taken part in the campaign by donating SEK 1-10 per item sold – around 10 percent of the item's value – to the charity Save the Children. By the end of May, the amount donated had exceeded the SEK 1 million mark.

It is clear that many Willys customers want to help us raise money to support the work of Save the Children: sales of the goods chosen as 'Save the Children products of the week' are rising sharply, increasing the amount donated to our chosen charity.

In addition to donating a portion of its sales, Willys is also helping to raise money for Save the Children by adding 'donate' options for the money that customers earn by depositing bottles and cans in the recycling banks in the stores.

The money raised goes to Save the Children, which works to help vulnerable children enjoy better life chances and gain an education.

For more information, contact:

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About Willys:

Willys is Sweden's leading discount chain of supermarkets. Our mission is to offer Sweden's cheapest bag of groceries. The Willys concept is also based on a wide assortment, not least of fresh fruit and vegetables. Willys has around 165 stores across Sweden, about 40 of which are our local Willys Hemma stores. Willys has a turnover of over SEK 18.6 billion (2010) and is part of Axfood AB, which is on Nasdaq OMX Stockholm AB's Large Cap list. Read more at www.willys.se