

4 March 2005

Press release

## **Cheapy Lågprisbygg to open eight new stores in Southern Sweden**

*Cheapy Lågprisbygg is the latest addition to the chain concepts of the leading Nordic supplier of building materials, Danske Trælast A/S, which also owns Beijer Byggmaterial and Silvanbygg in Sweden. In the autumn, the Group announced that Cheapy will open at least 30 new stores in the next few years.*

### **Large growth potential**

With seven existing stores and another eight stores to be opened during the spring and summer of 2005, the Cheapy chain now covers a broad area of southern Sweden. The target is 10-15 new stores per year in cities and towns where there is a demand for building materials, and where the competitive situation is optimal.

The Swedes have a long "do it yourself" tradition, which is currently supported by the trend for home renovation projects, which is receiving substantial media focus. There is substantial growth potential in the low-cost market for building materials, a market Cheapy is serving with a broad product range of basic products which is complemented by seasonal products and bargains, always at low prices,

"Cheapy has been very well received by customers, and we therefore expect very much from our new stores. Our mission is to be the building materials chain in Sweden with the lowest prices, and there is no doubt that with this mission we are meeting a demand among DIYers looking for good quality and low prices. There is still a large potential for our stores in other places, and we therefore continue to look for new locations so that we can maintain our high opening frequency," says Chain Manager Karsten Kehler.

### **Opening dates**

5/3 Cheapy Malmo, Nornegatan 5, S-215 86 Malmo  
17/3 Cheapy Hässleholm, Norra Industrigatan 2, S-281 41 Hässleholm  
24/3 Cheapy Oskarshamn, Södra Fabriksgatan 6, S-572 36 Oskarshamn

In addition, new stores will be opened in Gothenburg, Lidköping, Trollhättan, Västervik and Skövde in the spring and summer of 2005.

All the stores will open at 8.00 am on opening day.

### **About Cheapy Lågprisbygg**

With small stores, a limited service level and permanent discount prices with a price guarantee, Cheapy Lågprisbygg caters to DIY customers and, within this concept, Cheapy offers a fixed product range of more than 4000 of the products in greatest demand in the market in addition to a variable range of seasonal and campaign products. Under the motto "Cheapy – a smart way of saving" the low price concept can be realised through a combination of a limited product range, rational store operations and the Danske Trælast central sourcing organisation.

**About Danske Trælast A/S**

Danske Trælast is the largest distributor of building materials in the Nordic Region. The Group has approximately 7,000 employees, and the more than 230 outlets focus on sales and distribution to a broad customer base ranging from large, international contractors via skilled craftsmen and consumers to retailers and industry. Activities are organised in three main areas: Building material merchants, DIY stores and wholesale activities. Consolidated annual turnover is DKK 16 billion.

Danske Trælast was delisted from the Copenhagen Stock Exchange in the summer of 2003 following a takeover by a number of equity funds managed by UK-based CVC Capital Partners.

Please feel free to use the enclosed photos.

**Further information**

Karsten Kehler, Chain Manager, Cheapy Lågprisbygg on tel +45 20 29 42 77 or Mia Valentiner, Communications Consultant, on tel +45 39 55 97 42 / mv@dansketraelast.dk