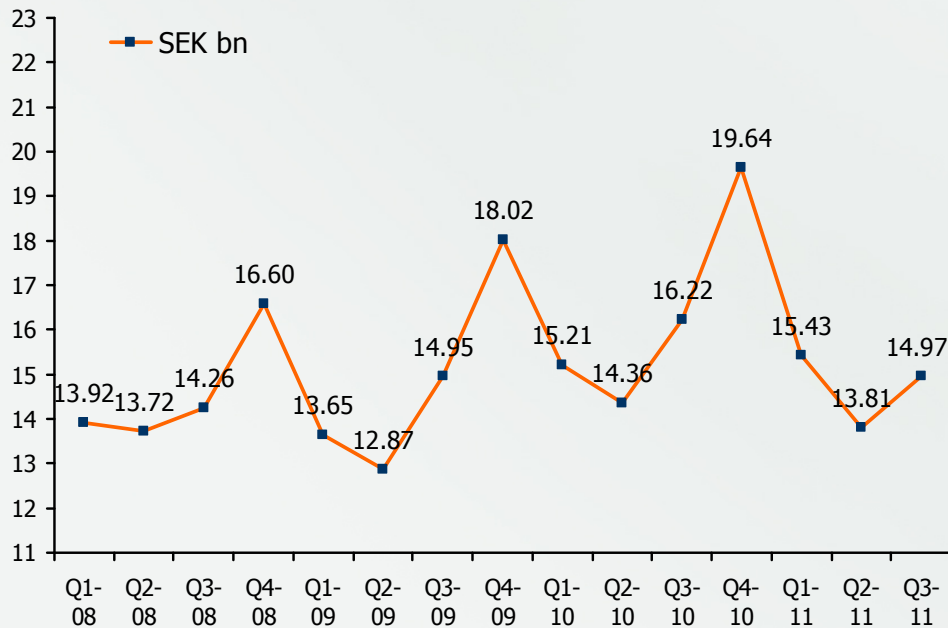


### Lund, November 15, 2011

The financial worries in Greece and other European countries have clearly affected the retail business in Sweden. Despite positive signals regarding decreasing unemployment and stable interest rates, Swedish consumers have become more restrictive in their spending and are saving more money than before. The retail of technical consumer goods is one of the most affected businesses. The TEMAX index shows a decrease of 7.7% in the third quarter of 2011.

	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q3 11 / Q3 10	Q1-3 2011	Q1-3 11 / Q1-3 10
	M.SEK	M.SEK	M.SEK	M.SEK	+/-%	M.SEK	+/-%
Consumer Electronics (CE)	4,286	2,819	1,958	2,364	-23.7%	7,140	-19.0%
Photo (PH)	837	477	484	486	-23.9%	1,446	-21.9%
Major Domestic Appliances (MDA)	2,978	2,671	2,905	2,911	4.7%	8,487	4.8%
Small Domestic Appliances (SDA)	1,195	762	728	774	-3.3%	2,263	-1.6%
Information Technology (IT)	5,868	4,840	3,947	4,612	-2.8%	13,399	6.0%
Telecommunication (TC)	3,045	2,544	2,565	2,849	-0.7%	7,958	6.3%
Office Equipment & Consumables (OE)	1,429	1,318	1,225	975	-24.3%	3,518	-23.4%
<b>GfK TEMAX® Sweden</b>	<b>19,637</b>	<b>15,430</b>	<b>13,810</b>	<b>14,971</b>	<b>-7.7%</b>	<b>44,212</b>	<b>-3.5%</b>

### Turnover Development for Technical Consumer Goods



### Market Volume, Turnover Share, Growth Rate Compared to Previous Year

