
ahlsell



A leading technical trading company

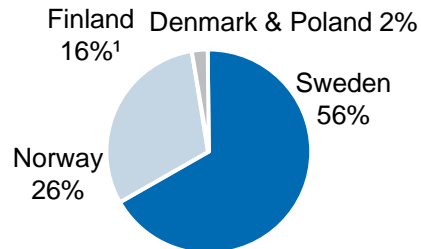
ahlsell

A leading technical trading company

- Annual sales: SEK 20 bn
- EBITA: SEK 1,4 bn
- Approximately 4,300 employees
- Operations in the Nordic countries, Estonia and Russia
- ~ 200 outlets
- Owners: Cinven and Goldman Sachs

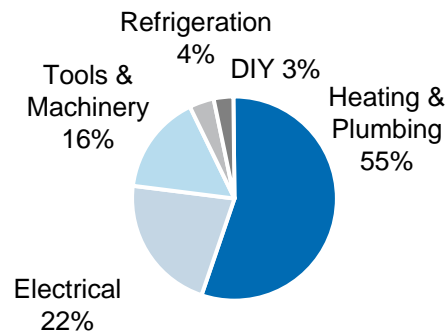


Sales by Country 2010

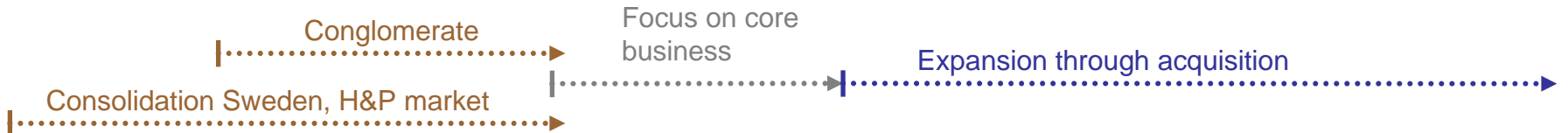
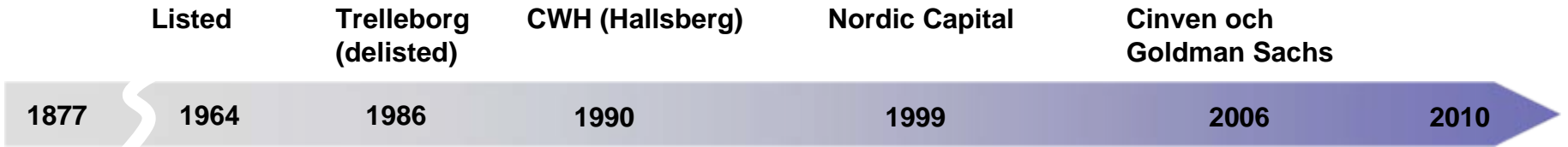


(1) Includes Russia and Estonia

Sales by product area 2010



History



Business concept

To create efficient trade in installation products, tools and machinery for professional users.

Vision

To be the customer's obvious choice in the fields of installation products, tools and machinery.



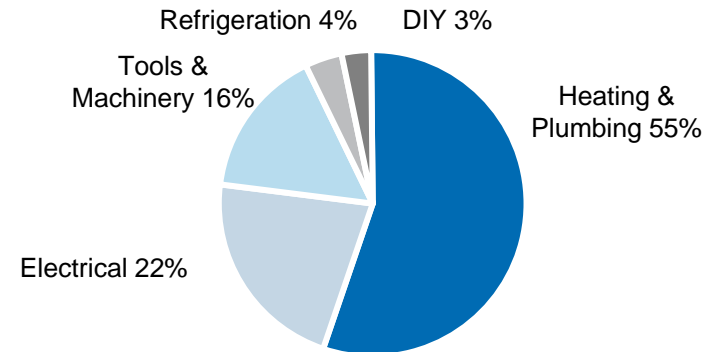
An extensive line of products and services

Ahlsell offers the industry's most extensive line of products and services in the following product areas:



- Heating & Plumbing
- Electrical
- Tools
- Refrigeration
- DIY (Do-It-Yourself)

Sales by product area 2010



The Ahlsell concept

- A concept aimed at offering customers excellent service and generating profitable growth



Wide
product
range

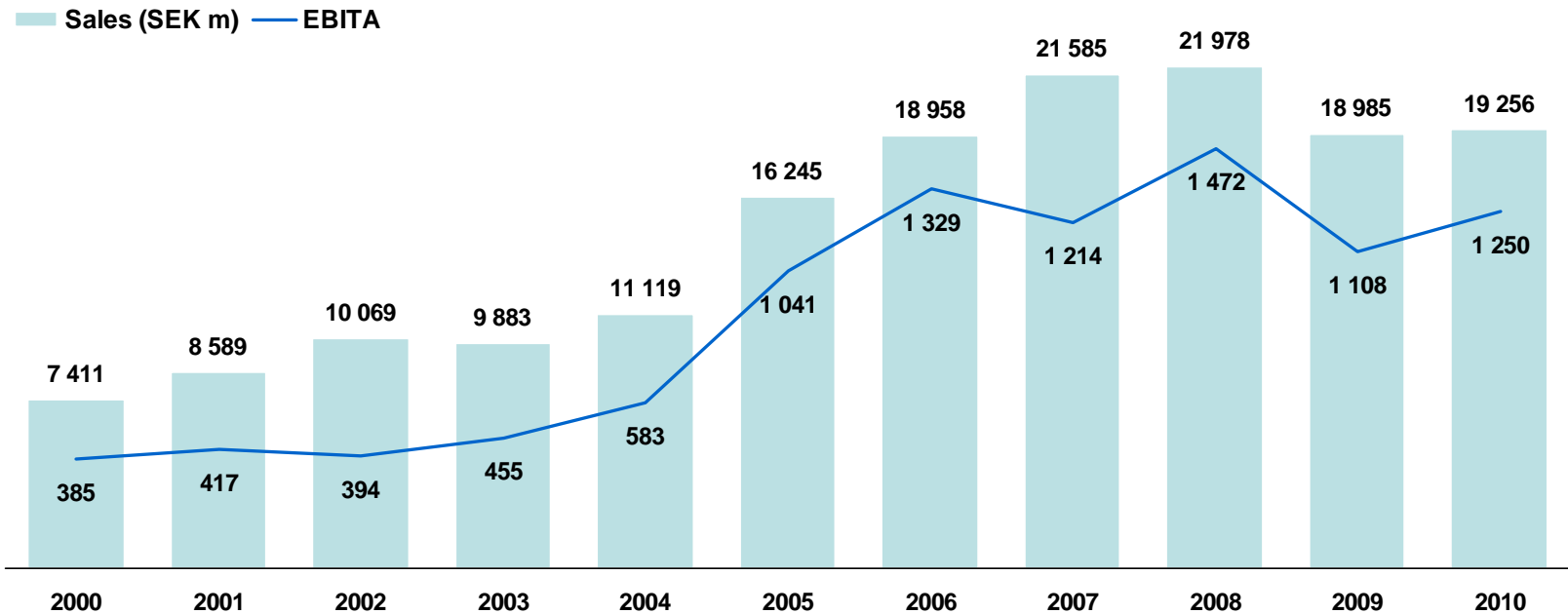
Local
presence

Skilled specialists
& strong customer
relations

Centralized
purchasing,
administration
and logistics

Growth
through
acquisitions

Profitable growth



Ahlsell – A Nordic consolidator



	Heating & Plumbing
	Electrical
	Tools & Machinery
	Refrigeration
	DIY

Dark Blue	Dark Blue	Light Blue	
Light Blue	Light Blue	Light Blue	
Dark Blue	Grey	Light Blue	
Dark Blue	Dark Blue	Dark Blue	Dark Blue
Dark Blue	Dark Blue	Dark Blue	Dark Blue

Market Position = 1-2 = 3-4 = Small Presence

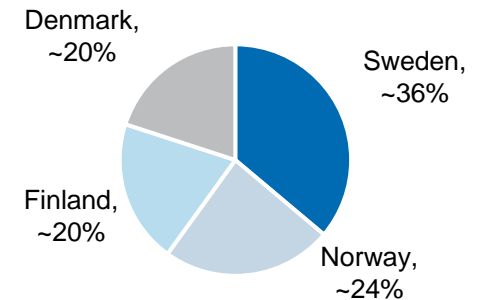
Nordic wholesale industry

(SEK bn)	H&P	Electrical	Tools	Refrigeration	DIY*	Total
Sweden	~13	~14	~10	~1	~1	~39
Norway	~9	~11	~5	~0,5	~ 0,5	~26
Finland	~9	~7	~5	~0,5	~ 0,5	~22
Denmark	~8	~8	~4	~0,5	~1	~22
Total	~39	~40	~24	~3	~3	> 100

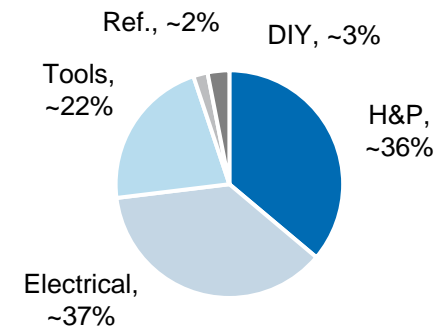
Source: Ahlsell and industry associations (Rgf, SEG, EFO)

* Heating & Plumbing and Electrical

Market by Country



Market by Product Area



Growth through acquisitions

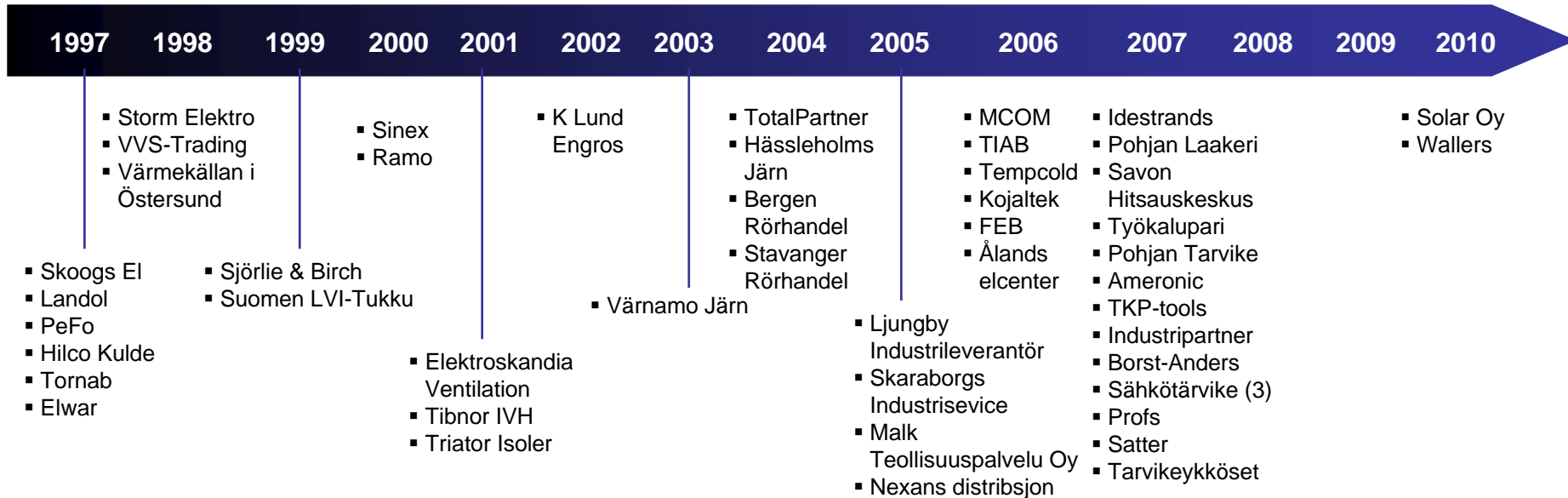
The Group's ultimate objective is to generate high growth and profitability.

The aim is also to be one of the leading players in all product areas in each market.



Acquisitions

- A central part of the strategy to reach the Groups overall goal – to generate strong growth and profitability
- Approx 50 acquisitions since 1996



100 000 customers

- Installation companies
- Industrial, Construction and Property companies
- Sewage and Drainage contractors
- Power network companies
- Municipalities
- Retailers



Logistics system – the hub of the Group's operation

- The logistics system is the foundation of an efficient product flow in the Group.
- Central warehouses enables:
 - advantages of largescale and competitive prices
 - cost-effective, capital-efficient and rational goods management operation
 - reliable deliveries and high level of service



Ahlsell makes it easier to be professional

- Longstanding industry experience
- In-depth knowledge about the market
- Line of products under continuous development
- One contact to an extensive line of products
- Speedy service within easy reach
- 24-hour service
- Reliable deliveries
- The customer only needs **one** supplier



” We want to be the customers’ natural choice for a reliable and long-term supplier and working partner ”

We give our customers a little bit more

What you see...



...and what you get

- Access to a unique line of products from one supplier
- Fast and efficient deliveries (within 24-hour)
- More than 100.000 products in stock
- 24-hour service
- Reliable deliveries
- Speedy service within easy reach
- One contact to an extensive line of products and services
- Good possibilities for using EDI
- The product