



Press release

Demand remains healthy

Nobia is holding its annual capital markets day today. The programme's focus is on organic growth including a look back at the company's performance as well as a closer look at the Group's strategies for creating organic growth. The Group's aim is to grow by 2 – 3% more than the market. The first six months saw organic growth of 10%. During the day the management team will also give a briefing about market trends at the start of Q3.

"In connection with our interim report we assessed that demand rose on both the UK and Nordic markets, while it was stable on the Dutch and German markets. Now that we are halfway through Q3 we feel that this market trend is continuing. Nobia's organic growth has also continued," says Nobia's CEO Fredrik Cappelen.

"Our organic growth depends largely on our strong trademarks and an efficient network of sales outlets including our own stores, franchise stores and strategic partnerships with other distributors. We have the financial strength to develop attractive and inspiring stores, which, coupled with an extended product range and improved consumer service, will be increasingly vital to succeed as a kitchen interiors company," he concludes.

HTH's success on the expanding Danish DIY market is a classic example of how Nobia's business units generate organic growth. This concept was launched in 2000, and HTH now controls roughly 10% of the DIY segment with sales of around SEK 100 m. The aim is to continue winning Danish market shares and to introduce HTH's DIY products on the Norwegian and Swedish markets.

Other examples include the upgrading of the UK company Magnet and expanding its store network, and the Finnish company Novart's successful sale of all its kitchen brands under a single roof. To date, Novart has established four such category killers under the name *Kitchen world*.

The presentations from the Capital Markets Day will be published on: www.nobia.se.

Nobia AB
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Nobia is Europe's leading kitchen interiors company. The Group operates in a number of European markets under strong brand names. Nobia's own specialist kitchen stores and franchise stores are responsible for most of the Group's sales. Nobia is leading the consolidation of the European kitchen market and creating profitable growth by making efficiency improvements and acquisitions, taking an industrial approach. The Group had sales of SEK 9.3 billion in 2003 and has around 6 200 employees. Nobia is listed on the Attract40 segment of Stockholmsbörsen's O-list.

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