

## Kjell & Company's loyalty club reaches 2.6 million members – celebrates five years of rapid growth since 2017 with a number of membership offers

**Kjell & Company, which is part of the Kjell Group, has offered customers the opportunity to join the Kjell & Company loyalty club since the beginning of 2017. 7 February 2022, Kjell & Company will launch a week-long celebration to mark the outstanding development, where 2.6 million customers are now part of the member club.**

During the company's loyalty club week, members will be offered discounted prices on a number of products, double points on all purchases, and offers from external parties.

"When we started the loyalty club five years ago, we couldn't imagine in our wildest dreams that it would attract this much attention. The club gives us a unique understanding of our customers' preferences and technological needs. Now we look forward to offering membership to more new customers so that they can also be a part of our ever-evolving membership base," says Joel Rönnehan, Kjell & Company.

Among other benefits, members of Kjell & Company's loyalty club receive exclusive offers, points on all purchases, extended return periods and warranties, digital access to their purchase history, priority for promotions, and faster access to customer service.

"Our loyalty club, personal advice and curated range of select, high-quality products, many of which are sold under our own brands, are three of Kjell & Company's most important strategic cornerstones for guiding our customers toward the best purchase experience. Moreover, our growing number of own brands and strong digital position online, combined with other services such as fast online deliveries, form the foundation of Kjell & Company's strategy and continued growth," says Andreas Rylander, President and CEO of Kjell & Company.

*Kjell & Company is part of the Kjell Group, which is listed on Nasdaq First North Growth Market in Stockholm. The business is conducted online in Sweden, Norway and Denmark and via 135 service points, of which 110 in Sweden and 25 in Norway.*

*Through Kjell & Company's customer club, with over 2.6 million members, and wholly owned Danish company AV-Cables, the company has a unique understanding of people's technology needs, and the Group's approximately 1,200 employees work every day to improve people's lives through technology.*

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**Kjell & Company**

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## Contacts Kjell Group

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Andreas Rylander, CEO, +46 (0)73 5181 001, andreas.rylander@kjell.com  
Joel Rönnehan, Chief Commercial Officer, +46 (0)70 2435 830, joel.ronnehan@kjell.com  
Johan Hähnel, IR, +46 (0)70 6056 334, johan.hahnel@kjell.com

## Attachments

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