

## Kjell & Company continues expansion in Norway – opens store in Trondheim

**Kjell & Company, which is part of the Kjell Group, opens its first store in Norway's fourth-largest city, Trondheim. The store will offer a broad product range of electronic accessories as well as in-store and online advice. Following the opening of the new store in Trondheim, Kjell & Company now has 25 stores in Norway, after also opening a store in Fredrikstad in early October. Another store will be opened at the City Syd shopping centre, located to the south of Trondheim city centre, in the first quarter of 2022**

"Norway is a very important market for Kjell & Company, and our ambition is to become a nationwide chain in Norway, where there is considerable demand for our products and services. The store in Trondheim is central for us and marks another step in this direction," says David Palm, Chief Retail Officer, Kjell & Company.

The customer service and product range offered at Kjell & Company's stores and [www.kjell.com](http://www.kjell.com) are complemented through a number of supplementary services, such as click-and-collect, same day deliveries and digital live shopping. By making the customer offering increasingly seamless – from customer service and online ordering to the physical meeting, delivery and installation at home – the company is able to meet the customer's technology needs in the best manner possible.

"It's incredibly exciting to finally be opening our first store in Trondheim. We have operated in Norway since 2015 and have for a long time known that there is a demand for our offering here, but only now have we found the right location in Trondheim. Together, we are making technology accessible for all!" says Caroline Hellsten, Country Manager Norway at 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 132 service points, of which 107 in Sweden and 25 in Norway.

Through Kjell & Company's customer club, with over 2.4 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.

### Contacts Kjell Group

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**Kjell & Company**

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### Certified adviser

*FNCA Sweden AB is the company's certified adviser. FNCA can be reached at [info@fnca.se](mailto:info@fnca.se) or +46 8 528 00 399.*

### Attachments

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