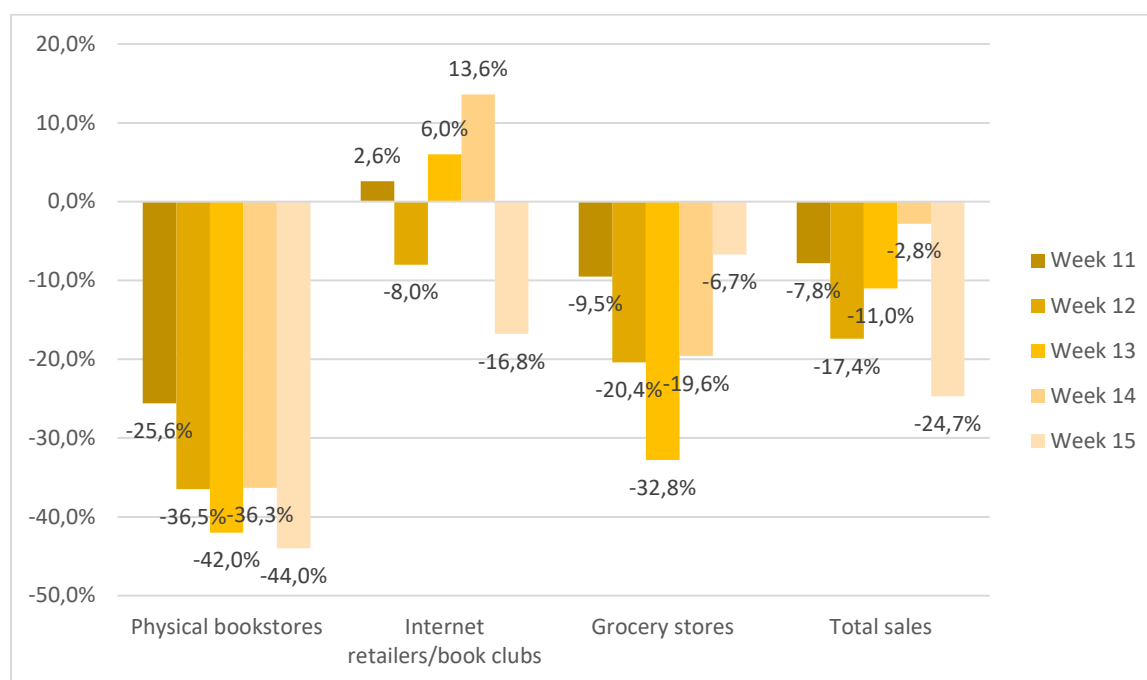


Week 15: The worst week so far during the Corona pandemic

The Corona pandemic impacts the Swedish sales statistics of books negatively and worryingly, particularly in the physical book stores. Every Friday, the Swedish Booksellers Association and the Swedish Publishers Association will publish weekly sales of physical books per channel as long as the Corona pandemic is ongoing.

Statistics for week 15 show that sales in the physical bookstore decline even more sharply than the week before, corresponding to 44 percent in contrast to a decrease of 36 percent in week 14. The Internet bookstore / book clubs also showed a sharp reduction in sales. The decrease in total sales was significantly higher during week 15 than during week 14. Week 15, total sales decreased by 24.7 percent compared to a decrease of total sales amounting to 2.8 percent during week 14. Please note that the dates of Easter may have impacted the week 15 in 2020 negatively.



Sales development during week 11 to 15 in total:

- In the physical bookstore, sales fell by 36.3 percent during the period week 11-15.
- In the grocery stores, sales decreased by 17.5 per cent during the same period.
- Internet retailers/book clubs has declined slightly, corresponding to 0.7 percent during week 11-15.
- In total, book sales decreased by 12.7 percent during week 11-15.

Sales development week 14 and 15 respectively:

- A comparison of sales during week 14 and week 15 respectively shows that online bookstore/book clubs went from a sharp increase in sales to a sharp decline. When it

comes to brick-and-mortar-business, the crisis for physical bookstores worsened, while the sales of grocery sales were less than last week.

- In physical bookstore sales fell by 44.0 percent during week 15, compared to 36.3 percent at week 14.
- In the grocery stores, sales decreased by 6.7 percent during week 15, compared with 19.6 percent during week 14.
- In internet retailers/book clubs, sales decreased by 16.8 percent compared to a sales increase of 13.6 percent during week 14.
- In total, sales in Week 15 decreased by 24.7 percent, compared with a decrease of 2.8 percent in Week 14.

About these statistics

Every Friday, the Swedish Booksellers Association and the Swedish Publishers Association will publish weekly sales of physical books for the channels physical bookstore, internet retailers/book clubs and grocery stores as long as the Corona pandemic is ongoing. The Swedish organization Bokinfo publishes the corresponding information on a daily basis accessible to anyone with access.

The statistics are based on the sales reported on April 17. These sales statistics, that are normally covered on an annual basis, usually includes digital subscription services, and are estimated to cover more than 80 percent of all sales in general literature in Sweden. Since digital subscription services are excluded in these separate sales statistics due to the Corona crisis, the coverage of these statistics of total sales of general literature is lower than usual. It is worth noting that the fallout in the population consists mainly of small, independent players in the physical bookstore and sales in the grocery store.

1. Sales during week 11-15 2019 and week 11-15 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11-14 2019 (March 11 to April 14) compared to week 11-14 2020 (March 9 to April 12).

Sales Channel	Week 11-15 2019	Week 11-15 2020	Change
Physical bookstores	87 475	55 682	-36,3%
Internet retailers/ book clubs	180726	179 524	-0,7%
Grocery stores	22 919	18 912	-17,5%
Total sales	254 118	291 120	-12,7%

2. Sales during week 15 2019 and week 15 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 15 2019 (April 8 to April 14) and 15 2020 (April 6 to April 12).

Sales Channel	Week 15 2019	Week 15 2020	Change
Physical bookstores	17 297	9 689	-44,0%
Internet retailers/ book clubs	35 006	29 119	-16,8%
Grocery stores	3 145	2 935	-6,7%
Total sales	55 448	41 743	-24,7%

3. Sales during week 14 2019 and week 14 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 14 2019 (April 1 to April 7) compared to week 13 2020 (March 30 to April 5).

Sales Channel	Week 14 2019	Week 14 2020	Change
Physical bookstores	15 167	9 668	-36,3%
Internet retailers/ book clubs	33 871	38 465	+13,6%
Grocery stores	2 923	2 351	-19,6%
Total sales	51 960	50 484	-2,8%

4. Sales during week 13 2019 and week 13 2020 divided by sales channel

Sales (in TSEK in different sales channels during week 13 2019 (March 25 to March 31) compared to week 13 2020 (March 23 to March 29).

Sales Channel	Week 13 2019	Week 13 2020	Change
Physical bookstores	16 918	9 818	-42,0%
Internet retailers/ book clubs	36 500	38 684	+6,0%
Grocery stores	4 418	2 667	-39,6%
Total sales	57 835	51 169	-11,5%

5. Sales during week 12 2019 and week 12 2020 divided by sales channel

Sales (in TSEK in different sales channels during week 12 2019 (March 18 to March 24) compared to week 12 2020 (March 16 to March 22).

Sales Channel	Week 12 2019	Week 12 2020	Change
Physical bookstores	16 850	10 699	-36,5%
Internet retailers/ book clubs	38 152	35 085	-8,0%
Grocery stores	5 419	4 314	-20,4%
Total sales	60 421	50 097	-17,1%

6. Sales during week 11 2019 and week 11 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11 2019 (March 11 to March 17) compared to week 11 2020 (March 9 to March 15).

Sales Channel	Week 11 2019	Week 11 2020	Change
Physical bookstores	21 243	15 808	-25,6%
Internet retailers/ book clubs	37 197	38 170	+2,6%
Grocery stores	7 014	6 345	-9,5%
Total sales	65 454	60 324	-7,8%