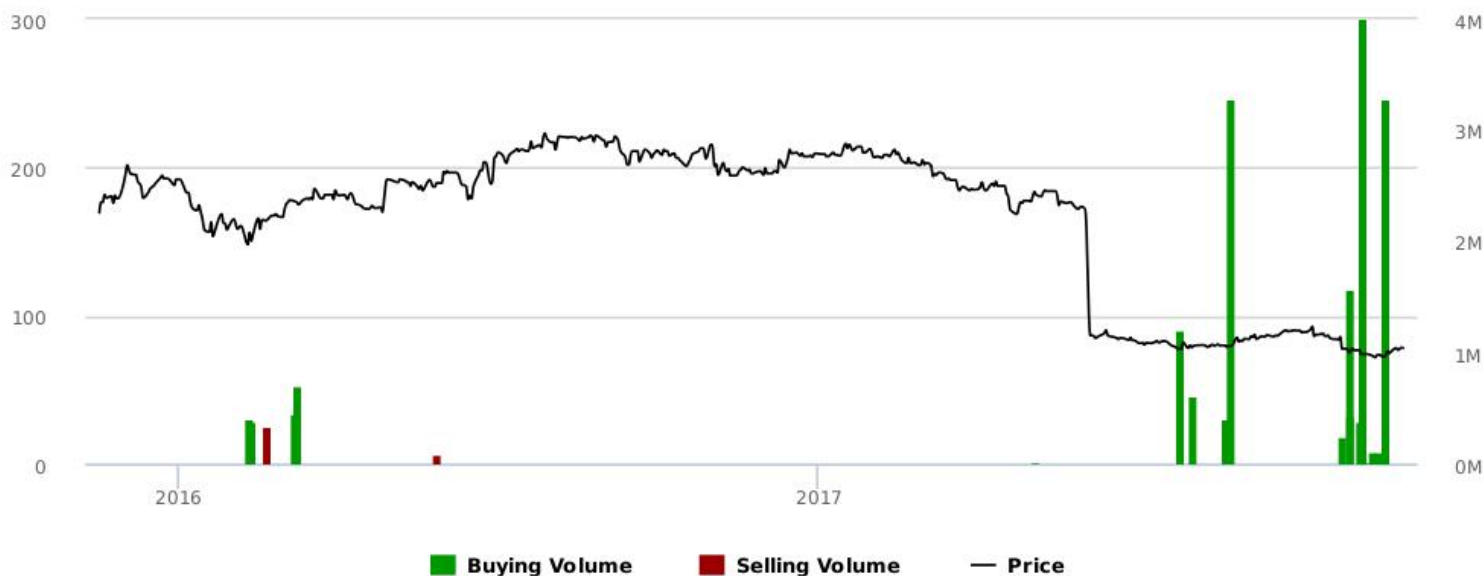


BILIA AB

Country	Sector	Price	Mkt Cap	Ø Dly vol(3m)	Ø Dly vol(10d)	EUR
SWE	Retailing	78.00 SEK	788.0 M	3.883 M	3.968 M	

24m Chart**Insider Holdings and 24m/60m - Net Trading**

Insider/Position	Holdings	Net Trading 24m/60m
INVESTMENT AB ORESUND Public Company	6.02% 6.185 M	9.948 M 9.948 M
Qviberg, Mats Chairman of the Board	5.44% 5.594 M	7.525 M 8.303 M
Engebretsen, Anna Director	2.33% 2.392 M	2.395 M 2.395 M
Pettersson, Jan CEO	0.08% 80,000	(349,093) (1.01) M
Forsgren, Jack Independent Director	0.03% 35,400	21,935 21,935
Avander, Per President/CEO	0.03% 31,400	41,434 163,311
Grevelius, Fredrik Director	0.02% 20,000	0 0
Rydheimer, Anders Key executive (subsidiary) (D)	0.00% 1,500	(10,590) (21,176)

Quarterly Insider Transactions (Volume/Count)

Quarter	Buying	Exercise	Selling
2017-Q4	10.211 M 23	0 0	0 0
2017-Q3	5.554 M 6	0 0	0 0
2017-Q2	26,261 2	0 0	0 0
2017-Q1	0 0	0 0	0 0
2016-Q4	0 0	0 0	0 0
2016-Q3	0 0	0 0	0 0
2016-Q2	0 0	0 0	112,709 2
2016-Q1	2.319 M 5	0 0	349,093 1

Insider Transactions

Insider	Position	Tradedate	Transaction	Label*	Security	Shares	Price	Value
Engebretsen, Anna	Director	21/11/2017	Buy		A share	200,000	72.40 SEK	1.463 M
Qviberg, Mats	Chairman of the Board	21/11/2017	Buy		A share	250,000	72.40 SEK	1.829 M
Engebretsen, Anna	Director	17/11/2017	Buy		A share	5,000	73.00 SEK	36,894
Engebretsen, Anna	Director	17/11/2017	Buy		A share	5,000	73.00 SEK	36,894
Engebretsen, Anna	Director	17/11/2017	Buy		A share	5,000	73.00 SEK	36,894
Forsgren, Jack	Independent Director	16/11/2017	Buy		A share	3,000	72.92 SEK	21,935
Engebretsen, Anna	Director	14/11/2017	Buy		A share	5,000	72.71 SEK	37,140

BILIA AB

Country SWE	Sector Retailing	Price 78.00 SEK	Mkt Cap 788.0 M	Ø Dly vol(3m) 3.883 M	Ø Dly vol(10d) 3.968 M	EUR
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Insider Transactions

Insider	Position	Tradedate	Transaction	Label*	Security	Shares	Price	Value
Engebreetsen, Anna	Director	14/11/2017	Buy		A share	5,000	72.71 SEK	37,140
Engebreetsen, Anna	Director	14/11/2017	Buy		A share	5,000	72.71 SEK	37,140
Avander, Per	President/CEO	09/11/2017	Buy		A share	2,000	73.75 SEK	15,173
INVESTMENT AB ORESUND	Public Company	08/11/2017	Buy		A share	500,000	74.25 SEK	3.807 M
Engebreetsen, Anna	Director	08/11/2017	Buy		A share	10,000	74.23 SEK	76,119
Engebreetsen, Anna	Director	08/11/2017	Buy		A share	10,000	74.23 SEK	76,119
Engebreetsen, Anna	Director	08/11/2017	Buy		A share	10,000	74.23 SEK	76,119
Qviberg, Mats	Chairman of the Board	07/11/2017	Buy		A share	50,000	74.25 SEK	380,688
Qviberg, Mats	Chairman of the Board	01/11/2017	Buy		A share	25,000	76.00 SEK	194,793
Engebreetsen, Anna	Director	01/11/2017	Buy		A share	10,000	77.25 SEK	79,195
Engebreetsen, Anna	Director	01/11/2017	Buy		A share	10,000	77.25 SEK	79,195
Engebreetsen, Anna	Director	01/11/2017	Buy		A share	10,000	77.25 SEK	79,195
INVESTMENT AB ORESUND	Public Company	31/10/2017	Buy		A share	200,000	76.50 SEK	1.569 M
Engebreetsen, Anna	Director	27/10/2017	Buy		A share	10,000	78.91 SEK	81,253
Engebreetsen, Anna	Director	27/10/2017	Buy		A share	10,000	78.91 SEK	81,253
Engebreetsen, Anna	Director	27/10/2017	Buy		A share	10,000	78.91 SEK	81,253
Qviberg, Mats	Chairman of the Board	24/08/2017	Buy		A share	200,000	78.50 SEK	1.646 M
Qviberg, Mats	Chairman of the Board	24/08/2017	Buy		A share	200,000	78.50 SEK	1.646 M
INVESTMENT AB ORESUND	Public Company	22/08/2017	Buy		A share	50,000	79.14 SEK	414,961
INVESTMENT AB ORESUND	Public Company	03/08/2017	Buy		A share	75,000	79.63 SEK	621,350
Freivalds, Laila	Independent Director	31/07/2017	Buy		A share	1,000	81.85 SEK	8,583
INVESTMENT AB ORESUND	Public Company	27/07/2017	Buy		A share	150,000	77.90 SEK	1.217 M
Avander, Per	President/CEO	05/05/2017	Buy		A share	1,400	181.00 SEK	26,261
Rydheimer, Anders	Key executive (subsidiar..	22/06/2016	Sell	E	A share	500	198.00 SEK	10,590
Hebnes, Frode	CEO (subsidiary)	27/05/2016	Sell	E	A share	5,000	189.50 SEK	102,119
INVESTMENT AB ORESUND	Public Company	09/03/2016	Buy	E	A share	18,113	175.00 SEK	341,498
INVESTMENT AB ORESUND	Public Company	08/03/2016	Buy	E	A share	37,379	176.50 SEK	704,459
INVESTMENT AB ORESUND	Public Company	07/03/2016	Buy	E	A share	24,508	177.00 SEK	465,298
Pettersson, Jan	CEO	19/02/2016	Sell	E	A share	20,000	164.00 SEK	349,093
INVESTMENT AB ORESUND	Public Company	11/02/2016	Buy	E	A share	25,000	150.50 SEK	396,574
INVESTMENT AB ORESUND	Public Company	10/02/2016	Buy	E	A share	25,000	156.00 SEK	411,192