

Cellnex “connects” Bauhaus stores in Sweden

The company has equipped two department stores of the German chain in the Nordic country with distributed antenna systems (DAS) to provide optimal mobile coverage inside its shops and thus improve the experience of customers and employees alike.

Stockholm, 9 December 2022. Cellnex Sweden has signed an agreement with German hardware and DIY chain Bauhaus to provide mobile coverage inside its shops in the Nordic country, thus improving the experience of its customers and employees.

Bauhaus is one of Europe's main building and DIY materials chains, with 270 department stores in 19 countries. “The trend has been clear for a long time,” says **Peter Adlertz, Director of IT Operations at Bauhaus in Sweden**, “for the retail sector, offering really good coverage is a huge competitive advantage. The fact that we can now guarantee quality indoor connectivity with a stable connection in our department stores will allow us to provide a modern and attractive customer experience. People visiting our shops will not have to worry about mobile reception. It's extremely positive”.

The collaboration project between both companies has started in the Bauhaus department stores located in Sundsvall and Löddeköpinge in Sweden, but it is expected that it can be extended to other stores of the chain in the Nordic country.

Cellnex is performing the design, installation, start-up and operation of multi-operator distributed antenna systems (DAS) which, once deployed in the shops, will make it easier for customers to use their mobile phones to call, browse, manage their payments with digital solutions, and access the websites of members of the Bauhaus customer club —among many other services—, in a fast and seamless way.

“Bauhaus wishes to be at the forefront of innovation and customer experience, and it is gratifying that we now have the opportunity to start equipping their shops with robust and future-proof indoor connectivity solutions. We are proud to be able to start this collaboration and we look forward to developing it together with Bauhaus,” highlighted **Staffan Lindbäck, Managing Director of Cellnex in Sweden**.

Cellnex has extensive experience in the deployment and operation of indoor connectivity solutions —mainly DAS systems—, in shopping centres, stadiums and sports venues, hotels, corporate and office buildings, hospitals, and so on, in the twelve European countries in which it operates.

About Cellnex Telecom

The efficient deployment of next-generation connectivity is essential to drive technological innovation and accelerate inclusive economic growth. Cellnex Telecom is the independent wireless telecommunications and broadcasting infrastructures operator that enables operators to access Europe's most extensive network of advanced telecommunications infrastructures on a shared-use basis, helping to reduce access barriers for new operators and to improve services in the most remote areas.

Cellnex manages a portfolio of 138,000 sites —including forecast roll-outs up to 2030— in Spain, Italy, the Netherlands, France, Switzerland, the United Kingdom, Ireland, Portugal, Austria, Denmark, Sweden and Poland. Cellnex's business is structured in four major areas: telecommunication infrastructures services; audiovisual broadcasting networks; security and emergency service networks and solutions for smart urban infrastructure and services management (Smart cities and the Internet of Things (IoT)).

The company is listed on the continuous market of the Spanish stock exchange and is part of the selective IBEX 35 and EuroStoxx 100 indices. It is also present in the main sustainability indexes, such as CDP (Carbon Disclosure Project), Sustainalytics, FTSE4Good and MSCI. Cellnex's reference shareholders include Edizione, GIC, TCI, Blackrock, CPP Investments, CriteriaCaixa and Norges Bank.

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