

PRESS RELEASE

Mölndal / 11 July 2013



KAPPAHL SIGNS AGREEMENT FOR INCREASED SAFETY IN BANGLADESH

Fashion chain KappAhl has joined the "Accord on Fire and Building Safety in Bangladesh" which aims to create safer working conditions for textile workers in Bangladesh.

– *KappAhl welcomes all initiatives that help to increase safety and improve working conditions in Bangladesh. We feel that the agreement now have the status it needs to be carried out and it feels good being a part of this work, says KappAhl's President and CEO Johan Åberg.*

The "Accord on Fire and Building Safety in Bangladesh" is an initiative to increase safety in textile production in Bangladesh. A timetable for implementation has been established. Among other things, electricity and building structures in the factories are to be audited by independent auditors over the coming nine months. In connection with the inspections plans for improvements and repairs are to be developed and then followed up jointly by affiliated textile buyers and the factories.

– *The most important thing now is to ensure that the work is progressing at a good pace and that everyone contributes, we, the buyers, the unions and the government of Bangladesh, says KappAhl's Vice President Purchasing and Logistics Mari Svensson.*

Since long, KappAhl has great commitment in collaborative projects with other textile buyers to help drive progress in the countries where they are buying production. Examples include projects to improve fire safety and reduced use of water and chemicals in textile production.

KappAhl has already stated that it will continue to buy production and in more ways contribute to increased prosperity and improved security in Bangladesh, one of the world's poorest countries.

For further information please contact:

Johan Åberg, President and CEO, tel. +46 706 09 99 73, johan.aberg@kappahl.com

Mari Svensson, VP Purchasing & Logistics, tel +46 704 71 56 21, mari.svensson@kappahl.com

For company information and photos, please contact:

Charlotte Högberg, Head Public Relations, phone +46 704 71 56 31, charlotte.hogberg@kappahl.com

KappAhl was founded 1953 and is a leading Nordic fashion chain with close to 400 stores and 4 500 co-workers in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl designs, markets and sells value-for-money fashion and focus in particular on women 30-50 years of age. In 1999, KappAhl was the first fashion chain to receive environmental management standard certification. During the financial year 2011/2012, KappAhl had sales of SEK 4,6 billion. KappAhl shares are listed on the NASDAQ OMX Stockholm. Further information is available at www.kappahl.com