

# KappAhl

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## PRESS RELEASE

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## NEW VICE PRESIDENT SALES TO KAPPAHL

**Stefan Högvist has been appointed Vice President Sales and member of KappAhl Group Executive Management with access during spring 2013. Stefan, born in 1974, works since over a year as Sales Director at Hemtex. He has many years of experience in senior positions in the retail and service industry.**

KappAhl adds further valuable skills by Stefan Högvist's solid sales experience.

– This is a strong recruitment and it is very positive to include Stefan to the team with a comprehensive approach to our sales and retail development. Our priority is on developing KappAhl as a leading fashion chain and highlight the customer meeting in the store. Because we operate in a market situation that requires us to be the best in meeting customers, Stephen's experience becomes an important contribution, says Johan Åberg, President and CEO.

As Vice President Sales, Stefan Högvist will lead and develop the sales organization.

– I am extremely pleased about the opportunity to work for KappAhl. I am passionate about working where the customer truly comes first. KappAhl is in an exciting challenge right now and there's a lot of potential. I look forward to contribute with my experience in sales and leadership, says Stefan Högvist, future Vice President Sales of KappAhl.

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***KappAhl** is a leading Nordic fashion chain with more than 380 stores and close to 4 900 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. During the financial year 2011/2012, KappAhl had sales of close to SEK 4.6 billion. KappAhl shares are listed on the NASDAQ OMX Stockholm. In 1999, KappAhl was the first fashion chain to receive environmental management standard certification. Further information is available at [www.kappahl.com](http://www.kappahl.com).*