

Möndal 7 November 2017



NEW VICE PRESIDENT CUSTOMER EXPERIENCE AT KAPPAHL

Anna Karin Holck has been appointed new Vice President Customer Experience of the KappAhl Group. Since 2013 she is Country Manager of KappAhl Sweden and has before that extensive experience from leadership in the retail industry.

"Anna Karin has a strong commitment to the digital transformation we are in. She has successfully navigated the work of strengthening customer relationships and developing our sales organization in Sweden. I am very pleased that we soon will be taking advantage of her skills and commitment in the entire Group." says KappAhl's President and CEO Danny Feltmann.

Anna Karin Holck has been appointed to lead and develop the work within the KappAhl Customer Experience organization. Anna Karin has many years of leadership experience from retail and chain operations, from a strategic and operational perspective. She has previously worked as Sales Director at MQ Retail AB (publ.) and before that she was Retail Manager Specsavers Sweden. She was born in 1968, has a grade in economy from IHM Business School and works as Country Manager Sweden at KappAhl since 2013.

Anna Karin Holck will assume her new position when her successor as Country Manager Sweden has been appointed. In the meantime, KappAhl's CEO Danny Feltmann is acting Vice President Customer Experience.

For more information

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***KappAhl** was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with 370 KappAhl and Newbie stores and Shop Online in Sweden, Norway, Finland, Poland and Great Britain. Our business idea is to offer value-for-money fashion of our own design to the many people. Sustainability-labeled fashion accounts for 53 per cent of the range. Sales for 2016/2017 totaled SEK 4.9 billion and the company has approx. 4,000 employees in nine countries. KappAhl is quoted on Nasdaq Stockholm. More information at www.kappahl.com.*