



KappAhl

PRESS RELEASE

Mölnådal, 1 September 2016

KAPPAHL LAUNCHES UNIQUE APP FOR ITS LOYALTY CLUB



This September, KappAhl's launches their unique app for their loyalty club members in Sweden and Finland. With bonus on all purchases, easy handling, personalized tips and inspiration for the customer, the fashion chain has created Scandinavia's most modern fashion loyalty club.

– With all member benefits in one place we simplify for the customer and at the same time, we get an effective, personalized communication channel, says KappAhl's Vice President Marketing Joakim Holmstrand.

With the launch of its loyalty club app KappAhl simplifies for customers by adding all membership handling in to the customer's smartphone. The customer can see their purchases, get their bonus, inspiration, deals and can shop directly on their mobile phones. No membership card and no personal id number is longer needed in the store.

– Our goal is that the relationship with the customer should be simple and smart, with the understanding "for the customer where the customer is," says Joakim Holmstrand.

The app was launched in 2014 in Norway, where it outperformed targets for the number of downloads during the first year. Now, KappAhl is taking the successful digital loyalty club on to the club members in Sweden, Finland and soon also in Poland.

MORE ABOUT THE KAPPAHL APP AND LOYALTY CLUB

The app is free to download and is available from September 1, 2016, by searching "KappAhl" on Google Play or AppStore.

Customers who do not want to install the app on their smartphone can instead earn points by displaying their driver's license, personal id number or mobile phone number at checkout and receive their bonus check via SMS.

When KappAhl in 2011 launched their customer loyalty club "Life & Style by KappAhl" it was the first step in a long-term strategy to strengthen the relationship with the customer. The club is very successful and the customer base today includes several million members.

For more information

Joakim Holmstrand, Vice President Marketing. Tel +46 705 908 419
Charlotte Högberg, Head Corporate Communications. Tel. +46 704 715 631,
charlotte.hogberg@kappahl.com.



The KappAhl Group was founded in Gothenburg, Sweden, in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland, Poland as well as Shop Online. KappAhl offers its own line of affordable fashion to the woman in the prime of life and her family.

In 2014/2015, the Group turnover was SEK 4.6 billion and the number of employees approx. 4,000, across nine countries. KappAhl is quoted on Nasdaq Stockholm.

More information is available at www.kappahl.com