

KappAhl – one of the five best workplaces in Sweden

The weekly magazine *Veckans Affärer* has named Sweden's best workplaces in terms of gender distribution, percentage of female managers, gender equality goals and wage dispersion. KappAhl, as the only company from western Sweden and the only fashion company, is among the five best, with no internal ranking.

“This is fantastic and we are very proud. We have made a conscious effort, and our hard work has brought results,” says Kajsa Räftegård, KappAhl's Human Resources and Public Relations Vice President.

For the first time *Veckans Affärer* has compiled a comprehensive list of Sweden's best workplaces. 112 companies responded to a very detailed survey of how companies take their employees' life situation into consideration. An assessment was made on the basis of such things as the gender distribution of managers, wage dispersion, percentage of women with permanent full time positions and gender equality goals.

Veckans Affärer's motivation regarding KappAhl was:

“One of the best companies for women to work in, they have the highest percentage of women at managerial level and the best wage dispersion. KappAhl tops up parental insurance, has a parent-friendly meetings policy and gender equality goals.”

“It is particularly pleasing that a company in the retail trade is being rewarded. KappAhl works from a long-term perspective with leadership development and career opportunities, and we put great emphasis on creating a workplace that encourages creative ideas. Our success comes from a culture that balances high standards with flexibility of working hours and meeting procedures,” says Kajsa Räftegård.

KappAhl will be presented together with the other four qualifying companies; Johnson & Johnson, Polarbröd, SEB and Tre, at a ceremony today, Wednesday, 18 November at 14.30 at Audi Forum, Kungsträdgårdsgatan 18.

For further information, please contact:

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KappAhl is a leading fashion chain with more than 300 stores and 4 300 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells value-for-money fashion with a wide appeal – to women, men and children – and focuses in particular on women aged 30-50. All clothes are from our own designers. In the twelve-month period ending 31 August 2009 KappAhl's net sales were approximately SEK 5 billion and operating profit was SEK 526 million. KappAhl is a listed company. In 1999 KappAhl was the first fashion chain to be environmentally certified. Further information is available at www.kappahl.com and financial information at www.kappahl.com/ir.