

# KappAhl

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## PRESS RELEASE

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### KAPPAHL PRESENTS NEW VICE PRESIDENT MARKETING

*Joakim Holmstrand has been appointed Vice President Marketing and member of KappAhl's Group Management team. He will take up his new role in January 2014. He currently holds the position of Marketing and Sales Manager at Mio AB, where he has worked since 2011.*

Johan Åberg, President and CEO of KappAhl says, "Joakim has solid expertise and valuable experience and I am delighted that he is joining our team and our efforts to strategically strengthen our market presence and deepen our relationship with our customers".

Joakim Holmstrand will be responsible for leading and developing KappAhl's marketing organisation from January 2014. Joakim brings to the position years of experience in management and marketing in retail stores and retail chains. He is currently the Marketing and Sales Manager at Mio AB and, prior to that position, worked at MQ and Hemtex.

"I am thrilled to be given this opportunity to work at KappAhl. KappAhl is an exciting company and has tremendous potential. I'm looking forward to applying my experience of marketing and leadership in a competitive industry with interesting challenges," says Joakim Holmstrand, KappAhl AB's newly-appointed Vice President Marketing.

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*KappAhl is one of the leading fashion chains in the Nordic region with approximately 400 stores in Sweden, Norway, Finland, Poland and Shop Online. The company offers its own line of attractive and affordable fashion for women, men and children. Its core target market is women in mid-life. The company generates a turnover of SEK 4.8 billion and has about 4,500 employees. In 1999, KappAhl was the first fashion chain in the world to gain accredited certification for its environmental management system. The company's shares are listed on the NASDAQ OMX Stockholm exchange. For more information, please visit [www.kappahl.com](http://www.kappahl.com).*