

# KappAhl

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## PRESS RELEASE

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### NEW VICE PRESIDENT MARKETING AT KAPPAHL

*The KappAhl management team is reinforced with additional capacity as Anders Paulsson takes the position of Vice president Marketing. Anders Paulsson currently works as Head of Marketing at Jula and will take the position at KappAhl in May.*

*– The market situation is tough for our sector. To win the battle of the customer we need to improve our communication and aim it more directly to our customer, says Johan Åberg, CEO of KappAhl. Anders has the right profile to lead this work.*

Earlier this year, KappAhl announced that parts of its marketing will be managed in-house moving onwards: routines and partners are being reviewed in order to pursue more immediate actions in KappAhl's own way.

– In his current position, Anders has built a successful in-house organization well-suited for a prosperous expansion. His target focus and innovative skills will build the foundation for our future communication with the KappAhl customer, says Johan Åberg.

The former Vice president Marketing, Carina Ladow, will remain member of the KappAhl management team and proceed to the position of Vice president Assortment and Design.

– Carina has a genuine competence and subtle intuition when it comes to communicating with our customer. Her skills are now needed in developing KappAhl's assortment to become even more attractive to our customer, Johan Åberg concludes.

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**7 OUT OF 10 SWEDES CHOOSE TO GO INTO A KAPPAHL STORE\***

**KappAhl** is a leading fashion chain with more than 380 stores and almost 4,900 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells affordable fashion to a wide range of consumers – women, men and children – with a particular focus on women in the 30 to 50 age group with families. All KappAhl garments are designed by our own fashion team. In 1999, KappAhl was the first fashion chain in the world to receive environmental management standard certification. KappAhl's sales for the 2010/2011 financial year reached almost SEK 5 billion and its operating income was SEK 222 million. KappAhl is quoted on Nasdaq OMX Stockholm. More information is available on [www.kappahl.com](http://www.kappahl.com).

*\*Source: Orvesto Konsument 2011*