

KappAhl

PRESS RELEASE

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KAPPAHL PRESENTS NEW COUNTRY MANAGER SWEDEN

Anna Karin Holck has been appointed Country Manager KappAhl Sweden, effective in May 2013. Anna Karin Holck is currently Sales Director at MQ Retail AB, where she has worked since 2010.

- I am very pleased to enclose Anna Karin and her extensive expertise to the work of strengthening the relationship with our customer, says Johan Åberg, President and CEO of KappAhl.

From the month of May, Anna Karin Holck will lead and develop the sales organization in KappAhl's 166 Swedish stores. Anna-Karin Holck has vast experience in leadership from the retail industry and chain driven companies. She currently works as Sales Director at MQ Retail AB and before that, amongst others, Specsavers Sweden.

- I'm really looking forward to take up my new post. It will be very stimulating to contribute in developing KappAhl's customer relationships in a competitive industry, says Anna Karin Holck, appointed Country Manager KappAhl Sweden.

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7 OUT OF 10 SWEDES CHOOSE TO GO TO KAPPAHL*

KappAhl was founded in 1953 and is a leading fashion chain with almost 400 stores and 4,500 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 2011/2012 financial year reached almost SEK 4.6 billion. KappAhl's shares are listed on the Nasdaq OMX Stockholm exchange. More information is available at www.kappahl.com.

**Source: Orvesto Konsument*