

KappAhl opens in Brno:

New fashion chain opens in the Czech Republic today

KappAhl is a leading fashion chain with 325 stores in Sweden, Norway, Finland and Poland. Today KappAhl is also opening a store in the Czech Republic, in the Olympia shopping mall in Brno.

“This is KappAhl’s first store in the Czech Republic and it is also the start of a vigorous drive forward. Next year more stores are planned for the major cities,” says Christian W. Jansson, KappAhl’s CEO.

KappAhl’s strategy is to establish stores in shopping malls and central store locations. The new store is about 850 square metres and will open in one of the Czech Republic’s foremost shopping centres, the Olympia, just outside Brno.

“There has been great interest in our opening here and for a long time KappAhl has also been interested in the Czech Republic as its new market. There are many people here who will like our fashion and it will be a great pleasure to work on KappAhl’s continued expansion in the country,” says Zuzana Cisternas, KappAhl’s country manager in the Czech Republic.

The store in Brno opens today with several attractive opening offers. The store will have the entire KappAhl range of women’s, men’s and children’s fashion, including the ecological range Organic Cotton. The store fittings follow KappAhl’s high environmental requirements, for example to reduce energy consumption.

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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.