

Press release
13 November 2008

KappAhl®

Continued high rate of expansion:

KappAhl opens its 300th store

KappAhl is expanding in all markets. On 13 November the fashion chain will open its 300th store. The new store is in Vasa, Finland.

KappAhl is continuing to expand at a high rate, despite unease, mainly in the financial markets and over the economy.

“We work from a long-term perspective and our development strategy remains firm. In the 2008/2009 financial year we will open another 30 stores. This will give us about a seven per cent sales increase,” says Christian W. Jansson, CEO of KappAhl.

In the next few years the major expansion will be in Poland. Of the 30 new stores to be opened in the 2008/2009 financial year, 15 will be in Poland and five each in Sweden, Norway and Finland. KappAhl has contracts for 57 new stores, 24 of which are in Poland.

“KappAhl will expand on all markets. There are many attractive places where we want to open stores and we are always looking for new sites. In the long term we expect to grow by between 20 and 25 stores every financial year,” says Christian W. Jansson.

KappAhl mainly opens stores in shopping malls and on city sites, where plenty of people pass. The 300th store opening outside Vasa in Finland, is 850 square metres, exactly the size of KappAhl’s average store.

About our stores:

Total number of stores on 13 November 2008: 301 stores.

Sweden: 140 stores, Norway: 89 stores, Finland: 50 stores, Poland: 22 stores.

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KappAhl is a leading fashion chain with about 4,500 employees and over 301 stores in Sweden, Norway, Finland and Poland. 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 1999 KappAhl was the first fashion chain to be environmentally certified in accordance with international standards. The head office and distribution centre are in Mölndal, just outside Gothenburg. In the twelve-month period ending 31 August 2007 net sales were SEK 4.6 billion and the operating profit was SEK 651 million. KappAhl is listed on the OMX Nordic Exchange in Stockholm. Further information is available at www.kappahl.com