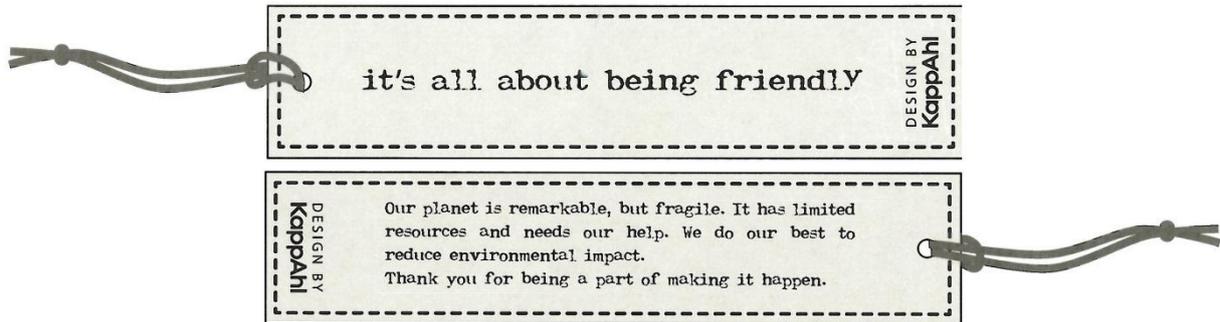

PRESS RELEASE

Möln dal/6 September 2013



RETURN OF KAPPAHL'S POPULAR SUSTAINABLE COLLECTION

KappAhl is continuing its efforts to increase the number of sustainable fashion items in our wardrobes. The popular collection "It's all about being Friendly", which is produced with environmental sustainability in mind, will be reappearing in KappAhl stores this autumn in a somewhat modified form, as a soft and timeless lounge collection for mothers and children.

KappAhl's Vice President Assortment & Design, Carina Ladow, explains, "We aim to make it easy to shop for fashion items that are manufactured with consideration for the environment and to look after favourite garments so that they last for years".

KappAhl continues to take an active stance on sustainability in the fashion world with the second release of its popular collection "It's all about being Friendly". The fashion chain's designers have created a collection that promotes a sustainable environment with a range of soft lounge clothing in a subdued and neutral colour scheme. When properly cared for, these fashionably timeless garments made of premium quality organic cotton and lyocell will last a long time.

"Mums and children will love these cosy items which have a contemporary silhouette and a look that can be worn outside the home too," says Carina Ladow. The timeless, unisex style of the children's range makes it easy to pass clothes on to younger brothers, sisters and friends.

One of KappAhl's priorities in the area of sustainability is to help customers make more informed choices about sustainable fashion. In the 2012/13 financial year, 20% of the garments sold by the fashion chain had eco-friendly certification.

"We want our customers to fill their wardrobes with more stylish, sustainable clothes," says Carina Ladow. KappAhl will continue to increase the number of sustainable fashion items in its stores each year.

KappAhl's Women's basic line, Kaxs for children and Newbie for babies always include clothes with the "Future, Friendly, Fashion" label. This autumn it will be expanding its range to include organic cotton in the Men's basic line. Even the KappAhl garments that do not have environmental certification comply with strict chemical regulations that correspond to the minimum standards of Oeko-Tex.

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KappAhl

PRESS RELEASE

IT'S ALL ABOUT BEING FRIENDLY, ON SALE AT KAPPAHL FROM WEEK 46:

The fabrics in the collection include:

- *Organic cotton* which has been grown without the use of hazardous chemicals, chemical pesticides or artificial fertilisers. Cotton may only be labelled as organic if it has been certified by an independent agency.
- *Lyocell* is a new type of fibre produced from the same raw material (wood cellulose) as viscose but uses chemicals and manufacturing processes that are less harmful to the environment.
- *Print*. The collection's graphic statement is a minimal amount of dye. This reduces the use of chemicals and the impact on the environment.
- *Care*. If the wearer follows the care instructions and looks after the garments well, they can be worn for many years and passed on to brothers, sisters and friends.

Photos of the collection can be downloaded from the KappAhl image bank from 6 September
<http://www.kappahl.com/corp/Press/bildbank/>

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 SEK 4.6 billion. KappAhl's shares are listed on the Nasdaq OMX Stockholm exchange. More information is available at www.kappahl.com.