

MQ Holding AB

Press release, October 11, 2016

Incorrect market data from HUI in MQ's Year-end Report

In its year-end report for the financial year 2015/2016, MQ referred to information on the Swedish retail market's performance for clothes issued by the Swedish Retail Institute, HUI Research.

MQ has now been informed by HUI that the market data provided to MQ by HUI was incorrect.

Corrected and correctly accumulated figures (earlier incorrectly stated figures in brackets) for the periods in question, according to HUI, should be:

Quarter, June - August 2016	+0.9% (-1.6%)
Full-year, September 2015 - August 2016	+2.6% (+1.9%)

HUI has expressed its regret to MQ for providing incorrect market data for the year-end report.

No changes have been made in terms of MQ's reported results, neither for the fourth quarter nor for the full year, since MQ's own figures in the financial report are correct.

For more information, please contact:

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This information is information that MQ Holding AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 11.20 AM CET on October 11, 2016.

MQ Holding AB owns and operates fashion stores under two business areas: MQ and JOY. MQ is Sweden's largest retailer of fashion brands. Through a select mix of proprietary and external brands, MQ offers high-fashion menswear and womenswear in attractive stores. JOY targets fashion-conscious women at midlife who desire excellent quality, fit and comfort. The two business areas currently comprise a total of 177 stores as well as online sales. The MQ Holding share has been listed on Nasdaq OMX Stockholm since 18 June 2010. For more information, please visit our website at www.mq.se.