

PRESS RELEASE / Mölndal 24 May 2016

KAPPAHL JOINS CANOPY - FOR MORE SUSTAINABLE TEXTILES



KappAhl aims to create affordable fashion with quality - produced with respect and care for people and the environment. Today, 38% of the range is sustainability labelled.

The KappAhl Group was founded in Gothenburg, Sweden, in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland, Poland as well as Shop Online. KappAhl offers its own line of affordable fashion to the woman in the prime of life and her family.

In 2014/2015, the Group turnover was SEK 4.6 billion and the number of employees approx. 4,000, across eight countries. KappAhl is listed on Nasdaq Stockholm.

More information is available at www.kappahl.com

As part of its prioritized work to increase the amount of sustainable fashion in the customer's wardrobe, KappAhl now joins the international environmental organization Canopy and their efforts to preserve the world's ancient forests, species and climate.

“Our involvement in Canopy is part of our ambition to use only cellulose-based fibers from sustainable forestry”, explains Eva Kindgren de Boer, KappAhl's sustainability manager Production. “It also contributes to our ambitions to continuously increase the proportion of sustainable materials in our range.”*

Today KappAhl joins the international environmental organization Canopy and their efforts to preserve the world's ancient forests, species and climate. Through its membership the fashion chain continues its dedicated sustainability efforts, in this case to help eliminate the use of cellulose-based fibers* from endangered forests around the world. And ultimately increase the share of sustainable fashion in the customer's wardrobe.

The fashion chain is now undertaking the task of ensuring that all viscose, lyocell, modal and other cellulosic fibers solely come from suppliers approved by Canopy. This task is expected to be fully implemented during 2017.

For more information

Eva Kindgren de Boer, Sustainability Manager Production. Tel +46 704 71 55 08.
Charlotte Högberg, Head Corporate Communications. Tel. +46 704 715 631,
charlotte.hogberg@kappahl.com.

***Cellulose-based fibers** can be viscose, rayon, modal and lyocell etc.

According to Canopy's estimates about 1/3 of all the cellulose fiber in the world today comes from endangered forests that are important for climate and biodiversity.

Canopy is a non-profit environmental organization dedicated to protecting forests, species and climate. Canopy cooperates with more than 750 companies to develop innovative solutions, making supply chains more sustainable and help to protect the world's remaining ancient and endangered forests. Read more on www.canopystyle.org.