

KappAhl

PRESS RELEASE

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EASIER SHOPPING AT KAPPAHL MAN



With a well-matched assortment and a clear destination in store KappAhl now launches easier shopping at its men's department.

- We want more men to shop at KappAhl. So we asked them how they want to shop and are now building our assortment and our men's department after this, says Carina Ladow, KappAhl's Vice President Assortment and Design.

This fall KappAhl implements a strategic move to strengthen the brand to the customer segment Man. In surveys, the fashion chain asked men how they want to go shopping.

- Men goes shopping more rarely than women, but more at a time and prefer to buy whole sets, says Carina Ladow. Our aim is to make it easier for them to shop at KappAhl.

The men's assortment is thorough and well-matched. With clear navigation in store, including simple illustrations with tips and advice on matches, etc., men will quickly find what he needs.

- We have produced a modern wardrobe for the man, with both basic and fashion products for preppy customers as well as jeans customers, says Tina Nicander, Purchasing and Design Man.

This fall, KappAhl Man also increasing the proportion of organic cotton in the range, mainly in terms of lingerie and baströjor.

For further information contact:

Tina Nicander, Design- and Purchasing Manager Man, tel +46 704-71 57 54, tina.nicander@kappahl.com

Carina Ladow, Vice President Assortment- & Design, tel +46 704-71 57 02, carina.ladow@kappahl.com

For company information and photos contact:

Charlotte Högborg, Head Public Relations, tel +46 704-71 56 31, charlotte.hogberg@kappahl.com

KappAhl was founded 1953 and is a leading Nordic fashion chain with close to 400 stores and 4 500 co-workers in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl designs, markets and sells value-for-money fashion and focus in particular on women 30-50 years of age. In 1999, KappAhl was the first fashion chain to receive environmental management standard certification. During the financial year 2011/2012, KappAhl had sales of SEK 4,6 billion. KappAhl shares are listed on the NASDAQ OMX Stockholm. Further information is available at www.kappahl.com