

MQ Holding AB

PRESS RELEASE AUGUST 17, 2018

MQs result for the fourth quarter lower than previous year

Sales during the quarter has not developed as expected. The unusual warm summer has resulted in reduced traffic, lower sales and higher price reductions.

MQ Holding AB estimates that the operating profit for the fourth quarter 2017/2018 will be approximately SEK 2 million, compared to SEK 33 million for the fourth quarter 2016/2017.

All figures are preliminary and will be determined in MQ Holdings financial report for the fourth quarter, June - August 2018. The financial report will be published as planned on October 4 at 07.15, followed by a telephone conference at 08.30 the same day.

This information is information that MQ Holding AB (publ.) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set below, on August 17, 2018 at 15.00 CET.

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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 174 stores as well as online sales. The MQ Holding share has been listed on Nasdaq OMX Stockholm since June 18th 2010. For more information, please visit our website at www.mq.se