
PRESS RELEASE

Mölnadal / 28 augusti 2012



JEANS FOR EVERY BEHIND AT KAPPAHL

Through expanding its denim range KappAhl once again shows that their fashion is for the masses. The measure is part of efforts to strengthen KappAhl's market position.

Through customer surveys KappAhl know that the combination of fit and comfort are crucial in the sometimes difficult buying decision. When the customer finds a favourite pair of jeans, she will return and buy them again.

– We want to help all our customers to find stylish and comfortable jeans that suit their behind, says Carina Ladow, Vice President of Assortment and Design at KappAhl.

In KappAhl stores the customer meets a wider range of denim with additional models, washes and fittings for the entire family. The jeans are available in many sizes: from the smallest up to really large. Additionally, the presentation in store has been simplified in order to make it easier for the customer to find the right model and size.

– Every person is beautiful just as she is and everyone wants a stylish pair of jeans that feels comfortable in any situation: KappAhl provides just this, Carina Ladow summarizes.

The broadened denim range is part of the efforts to strengthen KappAhl's market position. In 2011 KappAhl sold two million pairs of jeans which put them in top among the major Swedish fashion chains. The goal is to increase the volume further.

For more information and photos:

Carina Ladow, Vice President Assortment & Design, tel +46 704 715 702, carina.ladow@kappahl.com

Charlotte Högberg, Head Public Relations, tel +46 704 715 631, charlotte.hogberg@kappahl.com

7 OUT OF 10 SWEDES CHOOSE TO GO TO KAPPAHL*

KappAhl is a leading fashion chain with 387 stores and almost 4,900 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 2010/2011 financial year reached almost SEK 5 billion and its operating income was SEK 222 million. KappAhl is quoted on Nasdaq OMX Stockholm. More information is available on www.kappahl.com.

**Source: Orvesto Konsument 2011*