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ROOM FOR WOMEN AT KAPPAHL

The KappAhl workplace is appreciated and receive receipt for its success in the annual employee surveys. The surveys show good team spirit, high loyalty and confidence in the employer. The recipe for success is a conscious effort to create a workplace that fits the majority of women who work at all levels within the company, including executive positions and the board of directors.

– A large number of skilled and creative women work at KappAhl, says President and CEO Johan Åberg. We stand in the middle of our target audience, that is one of our major strengths.

At KappAhl women are in focus, both customers and employees. A total of 93% of the employees are women and at all levels of the company women are a majority. The company has been consistent with their employee strategy and ranks high on lists of workplaces where employees are performing, thriving and staying.

– We are proud to have such good ratings from our employees, says Vice President HR and Public Relations Kajsa Räftegård. In a workplace with many women, it's about understanding what it means to be in the prime of life, with a career, professional development, family and spare time.

The employee strategy is followed up in KappAhl's annual employee survey that shows a great commitment among employees. In 2013 the response rate was 92.4% and showed improvements in all key areas, after a year of changes in both organization and working methods. Fully 97 % of employees say that they would recommend KappAhl as a workplace.

– We work on a long-term basis, that has effect on the workplace and on the meeting with our customers, says Kajsa Räftegård.

For further information

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PRESS RELEASE

Facts about the workplace KappAhl

- It operates 4,500 employees in eight countries. Besides store employees also designers, buyers, pattern makers, marketers, accountants, IT specialists and many more.
- KappAhl has
 - 93% women overall
 - 67% women on the board of directors
 - 50% women in management
 - 79% women in senior positions
- KappAhl is also working to improve living conditions in the countries where they buy their production runs, i.e. including a training center for poor women in Bangladesh. There, over 100 women each year receive education, training and employment opportunities.

***KappAhl**, founded in 1953, is one of the Nordic region's leading fashion retailers with close to 400 stores in Sweden, Norway, Finland and Poland, and Shop Online. KappAhl offers value-for-money fashion of its own design to the many people – men, women and children, with a special focus on women in the prime of life. KappAhl was the world's first fashion retailer to gain environmental certification in 1999. In 2012/2013, sales were SEK 4.8 billion and the number of employees approximately 4,500. KappAhl is quoted on Nasdaq OMX Stockholm. For more information, go to www.kappahl.com.*