

PRESS RELEASE

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"She's got the look" -winner Jessica Bergström is now shooting spring fashion for KappAhl's. She tested working as a model when she was younger and sees her participation in "She's Got the Look" as a second chance: "I'm glad to have the chance again, and for my life experience that allows me to pass through the modeling world with new perspectives. Now I feel that I can stand for who I am and enjoy more of being a model. To feel more presence and actually have fun!"

KAPP AHL'S TV WAGER A GOOD INVESTMENT

Last night the first season of "She's got the Look", the modeling contest for women over 35 years of age, which has been broadcasted on channel Seven, was settled. In the fierce competition the jury chose Jessica Bergström as winner of a modeling contract with KappAhl. KappAhl see that investments like this have a bright future.

"The format has met the right target audience, also for interesting new customers, and we have had very good exposure", says CEO Johan Åberg. "She's got the look" has been a good investment for KappAhl."

When KappAhl was looking for a new face for their campaigns they chose, as the main sponsor of channel Sevens "She's got the look", to perform a modeling competition for women over 35 years of age. The goal was to find a beautiful and confident woman over 35 years of age with modeling potential.

"Finding good models that are over 30 years of age is always a challenge, but here several of the participants were worthy winners. It was a tough challenge for us in the jury to make our choice", says jury member Carina Ladow, who is also KappAhl's Vice President Assortment and Design. "I am very pleased that Jessica won, she has performed well all the way, she is beautiful and has that natural charisma. She is a perfect fit for KappAhl!"

At the moment KappAhl is evaluation their participation in "She's got the Look" and are in dialogue with the TV4 Group for a possible continuation.

"This type of integrated program ideas has a bright future", says Johan Åberg. "It has a natural connection to our customer and now we are taking on the challenge to find a way to develop this further in cooperation with the TV4 Group."

For further information

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KappAhl was founded in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland together with Shop Online. KappAhl offers good-value fashion of its own design to a wide range of consumers – women, men and children – with a particular focus on women in the prime of life. 19% of the range is sustainability labelled. In 2013/2014, the turnover was SEK 4.7 billion and the number of employees approx. 4,000. KappAhl is quoted on Nasdaq Stockholm. For more information, please visit www.kappahl.com.