

# RNB RETAIL AND BRANDS

## JC strengthens collaboration with franchisees

During the spring, JC and representatives of its franchisee board worked jointly in order to enhance collaboration with the franchisees and create a more competitive mode of operations at JC. These efforts have led to an addendum to the current agreement, which virtually all individual franchisees have recently decided to accept.

“Our franchisee chain is and will remain a major asset for JC and, with this agreement, we can combine the benefits generated by franchise operations and simultaneously act as effectively as if we were a wholly integrated chain,” says Lea Rytz Goldman, President of JC.

“This is a milestone in JC’s continued development and something we have endeavored to achieve for a long time. It also demonstrates how we want to collaborate with franchisees in our other concepts,” says Mikael Solberg, President and CEO of RNB.

“JC’s range and the response we have received from the market over the past few seasons have resulted in optimism and confidence among our members, thus creating this opportunity for closer collaboration with the franchiser. We are proud to have presented a draft agreement that benefits all parties and that, above all, makes us more competitive as a chain,” says Peter Lundin, chairman of the franchisee board.

For more information, please contact:

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RNB RETAIL AND BRANDS owns, operates and develops fashion, clothing, accessories, jewelry and cosmetics stores that focus on providing excellent service and a world-class shopping experience. Sales are mainly conducted in Scandinavia through the three store concepts Brothers & Sisters, JC and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg, and Illum in Copenhagen. RNB RETAIL AND BRANDS has operation in 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.