

# RNB RETAIL AND BRANDS

## RNB's sales in October 2008

RNB's total sales in proprietary stores in October 2008 amounted to SEK 240.4 M, compared with SEK 249.6 M in the corresponding month a year earlier, which is a decrease of 3.7%.

Sales in comparable stores in October 2008 decreased by 8.4%, compared with the corresponding month in the preceding year. In Sweden, sales in comparable stores decreased by 6.8%.

The number of proprietary stores amounted to 263 at October 31, 2008, compared with 243 a year earlier.

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*RNB RETAIL AND BRANDS AB is organized on the basis of two business areas – Polarn O. Pyret and a distribution platform for national and international brands. Polarn O. Pyret is a brand focused on baby and children's wear. The distribution platform consists of two main areas, Department Stores and Store Concepts. Department store operations are conducted via stores in the NK, Steen & Ström, Illum and Kosta outlet department stores. The store concepts comprise JC, J-Store, Brothers and Sisters.*