

RNB RETAIL AND BRANDS

RNB RETAIL AND BRANDS PARTNERS WITH COOP

RNB RETAIL AND BRANDS has signed a partnership agreement with Coop whereby, as of year-end, Coop members will receive refunds, discounts and exclusive offers from Polarn O. Pyret, JC and Brothers & Sisters.

The partnership between RNB and Coop provides Coop's 3.2 million members with a refund of 1 percent on all purchases when shopping at Polarn O. Pyret, JC or Brothers & Sisters. Coop members will also be offered discounts and targeted, exclusive offers.

"With its enormous customer base, Coop is an attractive business partner for us. The partnership with Coop will enable RNB to reach new customer groups and to intensify its relationship with existing customers. We also foresee the potential of developing powerful joint offers. The ultimate aim is to develop the partnership so that, in addition to accumulating refunds, customers will also be able to make payments in our stores using Coop member refunds," says Magnus Håkansson, President and CEO of RNB RETAIL AND BRANDS.

The partnership between RNB and Coop encompasses all Polarn O. Pyret, JC and Brothers & Sisters stores throughout Sweden. The launch is scheduled for the last week in October, which means that as of that date Coop members will be able to accumulate refunds on their purchases.

"I am delighted that we have secured an agreement with RNB that gives our members such strong added value. When we asked our members what type of company they would prefer us to partner with, clothing companies topped the list. Our partnership with RNB will enable us to offer a number of powerful brands for the entire family," says Thomas Engelhart, President of Coop Marknad.

For further questions 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. RNB RETAIL AND BRANDS has operation in 10 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.