

PRESS RELEASE

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Camilla Wernlund is KappAhl's new VP Sales

NEW VICE PRESIDENT SALES TO KAPPAHL

Camilla Wernlund has been appointed Vice President Sales and member of the KappAhl Group executive management team from 16 February 2015. Camilla has worked as Concept Manager at KappAhl since 2011 and has driven the development of the fashion chain's new store concept. Before that she has many years of experience in senior positions in the retail and service industry.

- I am very pleased that we now can associate Camilla, her great dedication and extensive experience even closer to our continued efforts to strengthen the relationship with our customer, says President and CEO Johan Åberg.

From 16 February Camilla Wernlund, born in 1971, manages and develops KappAhl's sales organization. Camilla has worked as a Concept Manager at KappAhl since 2011 and has extensive industry experience from sales with other retail companies. KappAhl's new Vice President Sales has a clear vision for the work closest to the customer.

- I am looking forward to continue to contribute in the work that I am passionate about; to develop KappAhl's total customer experience to be the best on the market, says the future Vice President Sales Camilla Wernlund.

Camilla Wernlund will enter her new position after the handover of former Vice President Sales Stefan Högvist who will go to another post.

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.