

RNB RETAIL AND BRANDS

NANNA HEDLUND APPOINTED NEW CEO OF POLARN O. PYRET

RNB RETAIL AND BRANDS has appointed Nanna Hedlund as CEO of Polarn O. Pyret and member of Group Executive Management. She currently holds the position as Director of Marketing and e-commerce at Kicks, the leading beauty retailer in the Nordics. She will take up her position at RNB RETAIL AND BRANDS February 1, 2016.

Nanna Hedlund is 41 and since 2008 she has worked for the beauty retailer Kicks – as marketing director for the past four years and as marketing manager before that. Between 2006-2008, Nanna held the role of marketing manager at the furniture and interior design chain Mio. Prior to this, Nanna worked with marketing communication at Brothers, which is today part of the RNB RETAIL AND BRANDS Group. Nanna Hedlund holds a Degree in Business Administration from Stockholm University. In 2014, she was named “Manager of the Year” in the Axel Johnson Group.

– I am very pleased that Nanna will assume the role as CEO of Polarn O. Pyret. Nanna has an extensive background as a leader within the retail sector as well as a solid experience from business development, marketing and e-commerce. I strongly believe that Nanna’s skills combined will be a perfect match with Polarn O. Pyret. With Nanna we will have a person in charge of the work to further develop Polarn O. Pyret’s market leading position, value proposition and brand name, Magnus Håkansson, Group President and CEO RNB RETAIL AND BRANDS says.

For further information, please contact:

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The information is such that RNB RETAIL AND BRANDS AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act. The information was submitted for publishing on October 20, 2015, at 8.30 a.m.

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 store concepts Brothers and Polarn O. Pyret, as well as through shops in the department stores NK in Stockholm and Gothenburg. RNB RETAIL AND BRANDS has operations in 11 countries. RNB RETAIL AND BRANDS has been listed on the Nasdaq Stockholm Exchange since 2001.