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## NEW VICE PRESIDENT ASSORTMENT & DESIGN AT KAPPAHL

*Maria Segergren has been appointed new Vice President Assortment & Design and member of the KappAhl Group executive management, starting in September 2016. Maria Segergren has extensive experience from product line development, most recently as assortment/purchasing manager at & Other Stories.*

*- Maria's mission is to create clear and attractive fashion for KappAhl's customer, the woman in the prime of life and her family. It is the heart of the business and I look forward to her becoming a part of this, says CEO Danny Feltmann.*

As of September 2016 Maria Segergren, born in 1972, will be leading the process of developing KappAhl's design and range. Maria is a trained textile economist from Borås University. She has extensive experience in product line development within the H&M Group, most recently as assortment purchasing manager at & Other Stories. Maria Segergren points out the importance of creating an assortment range that is related.

*- I look forward to contributing in the process of developing an inspiring, clear and sustainable assortment for KappAhl's customers. Creating fashion that lasts over time, that also addresses many people, is something I'm really passionate about, says Maria Segergren.*

### **For more information**

Danny Feltmann, President and CEO. Tel +46 31 771 5661.

### **For photos and more information**

Charlotte Högberg, Head Corporate Communications, +46 704 715 631, [charlotte.hogberg@kappahl.com](mailto:charlotte.hogberg@kappahl.com)

KappAhl AB (publ) discloses the information provided here pursuant to the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication on 25 April 2016 at 9.00 a.m.



*The KappAhl Group was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland. KappAhl's business concept is to offer its own line of affordable fashion to the woman in the prime of life and her family. Sustainable label products account for about one quarter of the range.*

*Sales for the 2014/2015 period totalled SEK 4.6 billion and the company has approximately 4,000 employees in eight countries. KappAhl's shares are listed on the Nasdaq Stockholm exchange.*

*More information is available at [www.kappahl.com](http://www.kappahl.com)*