

MQ Holding AB

Press release, 4 May 2016

MQ Group's CEO Christina Ståhl assumes additional role as CEO of Joy

In conjunction with MQ Holding AB's acquisition of Joy Shop AB, the MQ Group's CEO Christina Ståhl has also taken on the role as CEO of Joy.

"The acquisition of Joy enables the MQ Group to broaden its customer group and increases possibilities moving forward of capturing a greater share of the fashion market. We have identified both development potential at Joy as well as synergies for the Group," says Christina Ståhl, President and CEO at MQ Holding AB, and continues:

"We are commencing work on developing Joy with a focus on the Women at Midlife target group. The women over 50 customer group accounts for more than half of the Swedish womenswear market and is today the fastest growing customer segment. We have identified further potential for development in this area and, in conjunction with the acquisition we would like to thank Charlotte Nordén for her considerable efforts as CEO to date."

"The years as CEO at Joy have been intense, and we have devoted our full focus to defining our position as the fashion destination for Women at Midlife. Additional possibilities are created with a strong new owner in the shape of the MQ Group, and this feels fantastic when I now move on to new challenges," says Charlotte Nordén.

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MQ is Sweden's largest retailer of fashion brands. Through a select mix of proprietary and external brands, MQ offers men's and women's clothes with a high fashion content in attractive stores. The store chain currently comprises 123 stores and the aim is to establish MQ as the leading retailer of fashion brands in the Nordic region. The MQ share has been listed on Nasdaq Stockholm since 18 June 2010. For more information, please visit our website at www.mq.se.