

# RNB RETAIL AND BRANDS

## CHANGES TO RNB GROUP EXECUTIVE MANAGEMENT

RNB RETAIL AND BRANDS today announced the following changes to its Group Executive Management:

- **Maria Öqvist** has been appointed President of Brothers & Sisters effective September 27, 2012. Maria Öqvist currently holds the position of President of Polarn O. Pyret.
- **Anders Wiberg** will succeed Maria Öqvist as President of Polarn O. Pyret. Anders Wiberg will take office on September 27 after previously serving as Global Supply Chain Director.
- **Peter Bondelid** has been appointed to succeed Anders Wiberg as Global Supply Chain Director from November 19, 2012. Peter Bondelid most recently worked as Managing Partner at Diligo Advisers.
- **Yongan Kim**, who has been President of Brothers & Sisters until today, will leave the Group.

All of the above are members of Group Executive Management of RNB RETAIL AND BRANDS.

“These changes to Group Executive Management are being made in a difficult market climate with the purpose of ensuring that our expertise is capitalized on in manner that has the greatest possible effect. With his solid and extensive industry experience and his proven ability to successfully implement operational change projects, Anders Wiberg has the right profile for leading Polarn O. Pyret forward. I believe that in today’s challenging market climate, it is imperative to have someone with an operational focus to further strengthen Polarn O. Pyret’s market position and profitability,” says Magnus Håkansson, President and CEO of RNB RETAIL AND BRANDS.

“By serving as President of Polarn O. Pyret and as a member of Group Executive Management for more than two years, Maria Öqvist has made valuable contributions to both Polarn O. Pyret and the Group as a whole. Under Maria Öqvist’s leadership, Polarn O. Pyret has grown both in Sweden and internationally by establishing stores and through e-commerce, whereby a clear strategic platform and strong organization have been created to pursue this work further. Maria Öqvist possesses considerable experience of strategic and market issues and her leadership is perfectly suited to accelerating the pace of the repositioning and turnaround work at Brothers & Sisters,” Magnus Håkansson adds.

Peter Bondelid has long, solid experience as a management consultant in strategic and organizational issues and operative change management. He has previously worked at SIAR Bossard and Accenture, and most recently served as Managing Partner at Diligo Advisers. Peter Bondelid worked as a consultant for RNB in conjunction with the establishment of production organization in 2011.

“It is very positive to have Peter as part of the team. He has contributed to our development to date and can now continue this work as a member of Group Executive Management,” says Magnus Håkansson.

Stefan Danieli was previously appointed CFO and member of Group Executive Management. Stefan Danieli was employed on August 27 and will take office on November 1.

For further information, please contact:

Magnus Håkansson, CEO, RNB RETAIL AND BRANDS, +46 8 410 520 02, +46 768 87 20 02,  
e-mail: [magnus.hakansson@rnb.se](mailto:magnus.hakansson@rnb.se)

*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 September 27, 2012, at 08.30 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 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.