

RNB RETAIL AND BRANDS

Press release

Stockholm 25 April 2013

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RNB RETAIL AND BRANDS – RIGHTS ISSUE ALLOCATION FINALISED

The subscription period in the RNB Retail and Brands AB (publ) rights issue ended on the 22 April 2013. Through the transaction, the company will receive approx. SEK 463 million before transaction costs.

"I am pleased with the rights issue outcome and grateful that such a predominant majority of our shareholders chooses to support the company. Now we can focus 100 per cent on developing the business and, among other things, complete on-going rationalisations and rationalisation programs related to the strategic review of JC" says Magnus Håkansson, CEO of RNB Retail and Brands

Adding the subscriptions together shows that 67.26 per cent of the offered shares have been subscribed for with subscription rights and 4.38 per cent of the offered shares have been subscribed for without subscription rights. The remaining 28.36 per cent have been subscribed for by an underwriting consortium consisting of a number of investors. Notice regarding allocation of shares subscribed for without subscription rights will be sent to those who have been allocated shares within short.

Through the rights issue, the share capital will increase by SEK 198,510,298.47 from SEK 4,962,757.53 to SEK 203 473 056 and the number of shares will increase with 6,617,009,949 from 165,425,251 shares to 6,782,435,200 shares, as soon as the rights issue has been registered with the Swedish Companies Registration Office.

Last day for trading interim shares (Sw. "BTA") is on the 29 April 2013. The new shares are expected to start trading on NASDAQ OMX Stockholm on the 8 May 2013.

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RNB RETAIL AND BRANDS 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 2013 08.00 CET.

RNB RETAIL AND BRANDS

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 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.

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This press release contains forward-looking statements, which are statements related to future events. In this context, forward-looking statements often address RNB's expected future business and financial performance, and often contain words such as "expect", "anticipate", "intend", "plan", "believe", "seek", or "will".

Forward-looking statements by their nature address matters that are, to different degrees, uncertain and can be influenced by many factors, including the behaviour of financial markets, fluctuations in interest and exchange rates, commodity and equity prices and the value of financial assets; the impact of regulation and regulatory, investigative and legal actions; strategic actions; and numerous other matters of national, regional and global scale, including those of a political, economic, business and competitive nature. These factors may cause RNB's actual future results to be materially different than those expressed in its forward-looking statements. RNB does not undertake to update its forward-looking statements.