

# RNB RETAIL AND BRANDS

PRESS RELEASE

August 21, 2020

## New CEO of Brothers

**RNB Retail and Brands' Brothers business area changes CEO. Lina Söderqvist, current CEO of Brothers, has chosen to leave Brothers and will be replaced by Brothers' current Deputy CEO/Assortment Director Christopher Englinde. Christopher will take office on September 1, 2020.**

*"Lina Söderqvist has in an excellent way led the work of developing an updated customer-focused strategy for Brothers, and at the beginning of 2020 we saw positive effects of that change. During Brother's corporate reorganization, Lina has also done a very good job of leading the work of change, so that Brothers now has a healthy business with a balanced cost level. When Lina now chooses to resign, we are very happy that Christopher Englinde will be the new CEO."* says Kristian Lustin, CEO of RNB.

Christopher Englinde has worked at Brothers since 2019. Christopher's experience from many retail companies both in Sweden and internationally, such as Topman, New Look, H&M and JC, means that he can work both in depth and breadth, which creates conditions for changes in Brother's processes and expansion of the customer offering.

*"I am humbled by the task and the challenges facing the Brothers. The effects of covid-19 have probably forever changed the retail climate we operate in. For us at Brothers, it is about accelerating the pace of our change work, putting the customer in focus and taking advantage of and developing the unique position we have as a pure 's operator. We have great potential for growth and broadening of our offering, partly through our own sales channels and with future partnerships."* says Christopher Englinde, incoming CEO of Brothers.

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*The information was submitted for publication, through the agency of the contact persons set out above, at 09:20 CEST on August 21, 2020.*

RNB RETAIL AND BRANDS owns, operates and develops fashion wear, ready-to-wear clothing, accessories, jewelry and cosmetics stores and e-commerce that focus on providing excellent service and a world-class shopping experience. Sales are conducted through the concepts Brothers, Departments & Stores, Man of a kind and Polarn O. Pyret. The Group has around 210 stores and e-commerce platforms in 10 countries. RNB RETAIL AND BRANDS is listed on Nasdaq Stockholm (RNB). [www.rnb.se](http://www.rnb.se)