

RNB RETAIL AND BRANDS

Increased sales and positive earnings performance in December

RNB Retail and Brands AB (publ) (the "Company") announced on January 22, 2018 that the Company contemplates the issuance of senior secured notes. A series of investor meetings will commence on January 24, 2018. As a result, the Company chooses to announce a mid-quarter update with the December development.

Total sales for all comparable stores in RNB developed positively in December 2017 by + 2.1% compared with the previous year. For comparable stores in Sweden, the increase was + 0.8% compared with the previous year. During the same period, the Swedish clothing market's sales in comparable stores decreased by -4.7 percent according to Stilindex.

The positive sales growth for RNB implied that operating profit, EBIT, was also better in December than in the corresponding month of the previous year.

This communication does not represent a forecast for the second quarter 2017/2018 as a whole but aims to ensure that the capital market has access to the same information.

For further information, please contact:

Magnus Håkansson, CEO, RNB RETAIL AND BRANDS AB
+46 8 410 520 02, magnus.hakansson@rnb.se

Kristian Lustin, CFO, RNB RETAIL AND BRANDS AB
+46 8 410 524 63, kristian.lustin@rnb.se

This information is such that RNB RETAIL AND BRANDS AB is required to disclose according to the EU's Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the above contact person, on January 23, 2018 at 10.30 CET.

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, Man of a kind and Polarn O. Pyret. Within the Departments & Stores business area, departments are managed in the department store NK in Stockholm and in Gothenburg. The Group has some 270 stores and e-commerce platforms in 10 countries. RNB RETAIL AND BRANDS has been listed on Nasdaq Stockholm since 2001 under the ticker RNBS.

BROTHERS DEPARTMENTS & STORES **Man of a kind** POLARN O. PYRET