

RNB RETAIL AND BRANDS

RNB's sales in January 2010

RNB's total sales in proprietary stores in January 2010 amounted to SEK 249.2 M, compared with SEK 292.6 M in the corresponding month a year earlier, which is an decrease of 14.9%.

Sales in comparable stores in Sweden in January 2010 decreased by 11.8%, compared with the corresponding month in the preceding year. Last year sales in comparable stores increased by 12.3% due to higher than normal levels of discounting. According to the so-called Blixindex issued by the Swedish Trade Federation (Svensk Handel), the Swedish clothing market was unchanged, 0% in January. Total sales in comparable stores in all countries decreased by 15.1%.

The calendar effect in January for the retail clothing sector compared with the corresponding month in the preceding year is according to the Swedish retail statistics agency, HUI, negative 3.3%.

The number of proprietary stores amounted to 239 at January 31, 2009, compared with 242 a year earlier.

Turnover in proprietary stores for fiscal year 2008/2009 amounted to approx. 75% of total annual net sales.

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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, Steen & Ström in Oslo and Illum in Copenhagen. RNB RETAIL AND BRANDS has operation in 11 countries. RNB RETAIL AND BRANDS has been listed on the OMX Nordic Exchange since 2001.