

# MQ Holding AB

Press release, November 19, 2010

## MQ strengthens fashion profile with new head of design

MQ is one of Sweden's leading branded fashion wear chains, with a recent entry into the Norwegian market. To strengthen MQ's competitiveness as a growing fashion chain, the company has hired Lotta Lindsten for a new corporate staff function as head of design. She has substantial experience from positions as head of design at Gina Tricot, Women's product manager at JC as well as designer and brand manager within Stadium. She has also run her own brand DEEP, and was most recently head of design at Redcats Nordic/Ellos.

*– With Lotta Lindsten we have acquired a strong addition to our design team. MQ is a leading fashion chain with a large share of own brands, and we are now strengthening our competence considerably – not the least with Lotta's experience from developing strong Women's collections,* comments Johan Elfner, CEO of MQ.

Lotta Lindsten will be part of the executive management team that during the fall was further strengthened with Magnus Johansson, marketing director, and Anna-Karin Holck, sales director. The executive management team consists, in addition, of Johan Elfner, CEO, Tony Siberg, EVP and CFO, Thomas Enderstein, Buying & Merchandising director and Catarina Olvenmark, director of HR and CSR.

*– MQ's management team now has a focused structure which, in combination with an improved financial base, gives us the right platform for further growth,* comments Johan Elfner, CEO of MQ.

### **For more information, please contact:**

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*MQ is one of Sweden's leading branded fashion wear chains. Through a mixture of proprietary and external brands, MQ offers men and women high fashion clothing in attractive stores. The store chain currently has 110 stores and the objective is to establish MQ as the leading brand chain in the Nordic region. The MQ share is listed on NASDAQ OMX Stockholm since June 18th, 2010. For more information, see [www.MQ.se](http://www.MQ.se).*