



JC PRESS RELEASE

2005-09-08

JC's August consumer sales

JC reports total consumer sales for August 2005 of SEK 221.0 million (215.0)* in company stores and franchise stores – up 3 per cent. In Sweden, sales were at the same level (±0) as the previous year.

*** Excluding the wound-up German operations.**

JC'S CONSUMER SALES

JC's consumer sales comprise sales in both company stores and franchise stores and include all three concepts: JC age 6–25, Brothers and Sisters. Information on consumer sales is supplied monthly. The Swedish market accounted for about 79 per cent of total sales in 2004.

JC GROUP REVENUES

The JC Group's revenues consist of consumer sales in company stores, wholesale sales to franchisees and franchise charges. Information on revenues is supplied quarterly.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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JC develops and operates concepts for fashion stores in the Swedish and the international clothing markets. Each concept has its own well-defined target group and position. JC offers three concepts: JC age 6–25, Brothers and Sisters. With a market share of about 4 per cent of the total clothing market, JC is the fourth largest clothing company in Sweden. JC also operates in Norway and Finland and has a total of 262 stores. The JC share has been listed on the Stockholm Stock Exchange's O-list since 19 April 2000.