



## JC PRESS RELEASE

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### JC's October consumer sales

**JC reports total consumer sales for October 2005 of SEK 211.6 million (216.1)\* in company stores and franchise stores – down 2.1 per cent. In Sweden, sales decreased by 2.9 per cent, compared with the same month 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:**

Thommy Nilsson, CEO, Tel: +46 709 17 23 75

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 263 stores. The JC share has been listed on the Stockholm Stock Exchange's O-list since 19 April 2000.