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News release

Berlin next for Lindex

Lindex is about to enter the hottest fashion market in Germany. In late autumn 2000, the Company will open a large store on Kurfürstendamm in Berlin, next door to the famous Café Kranzler.

Of Lindex's 325 stores, 24 are located in Germany, all in Nordrhein-Westfalen. Thirteen of these opened during the past nine months. The long-term establishment plans for the German market stand.

"It is the positive experience from our initial years in Nordrhein-Westfalen that now enables us to move on to Berlin," says Hans Johansson, President of Lindex. "All indicators point upwards in the German operations. Same-stores sales increase was more than 30 per cent during the third quarter of the financial year. Average purchases per customer continue to increase, as does the so-called conversion ratio, i.e. number of purchases as a percentage of number of visits to the stores. Our research also shows that the knowledge about Lindex brandname is increasing steadily in our target group."

The design of the Berlin store will be adapted to the location, with a partly different design from Lindex's other stores in Germany and with a size that makes it possible to catch larger customer flows. Berlin with its 3.4 million inhabitants is about to become a retail city on a par with Paris, London and Milan. All the major fashion chains are represented there. According to Anders Jansson, Head of Lindex's international operations, there is a potential for 25-30 stores for Lindex in commercial centres in the Berlin region. The image value of an establishment in Berlin is also very important with regard to recruiting skilled staff and making a breakthrough in other German Regions.

Lindex is a retail chain with 325 stores, of which 301 on the Nordic market and 24 stores in Germany. The Group's product segments are ladies' wear, lingerie, children's clothing and Lindex Care – cosmetics and bodycare products.

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