

COMPANY ANNOUNCEMENT

2 October 2013

Changes to the Executive Board

Today IC Companys has reorganized its Executive Board in order to create a more lean organizational structure and increase focus on its brands in the Premium segment. In the future all three Premium brands – Tiger of Sweden, By Malene Birger and Peak Performance – will report directly to the Group CEO Mads Ryder.

Anders Cleemann, who up until today has been responsible for Tiger of Sweden and By Malene Birger, has been appointed new brand CEO of Peak Performance – a position he is taking over from Henrik Bunge who will be leaving the Group.

In connection with this reorganization both Anders Cleemann and Peter Fabrin will resign from the Executive Board in order to be able to focus fully on the management of Peak Performance and The Original Group, respectively. With effect from today the Executive Board will consist of Group CEO Mads Ryder and CFO Rud Trabjerg Pedersen.

The changes to the Executive Board will have no impact on the outlook for the financial year 2013/14.

IC Companys A/S

Mads Ryder
Group CEO

Please direct any questions regarding this announcement to:

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This announcement is a translation from the Danish language. In the event of any discrepancy between the Danish and English versions, the Danish version shall prevail.