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Kid ASA – Allocation to primary insiders

Lier, 30 October 2015: Reference is made to the stock exchange announcement published on 30 October 2015, in which Kid ASA ("Kid" or the "Company") announced the successful completion of the bookbuilding period for the initial public offering of the shares (the "Offering").

The following primary insiders of Kid have been allocated shares at a price of NOK 31 per share in accordance with the terms set out in the prospectus dated 16 October 2015 and supplement prospectus dated 26 October 2015:

- Kjersti Hobøl (CEO) has been allocated 64,516 shares in the Offering and will own 64,516 shares in Kid following completion of the Offering
- Petter Schouw-Hansen (CFO) has been allocated 32,258 shares in the Offering and will own 32,258 shares in Kid following completion of the Offering
- Eva-Lena Wechselberger (Head of store operations) has been allocated 6,451 shares in the Offering and will own 6,451 shares in Kid following completion of the Offering
- Robert Steen (Logistics Director) has been allocated 8,064 shares in the Offering and will own 8,064 shares in Kid following completion of the Offering
- Stian Brandhagen (Business Controller) has been allocated 3,225 shares in the Offering and will own 3,225 shares in Kid following completion of the Offering
- Espen Berge Kvam (Business Controller) has been allocated 338 shares in the Offering and will own 338 shares in Kid following completion of the Offering
- Henrik Schüssler (Chairman of the Board) has been allocated 32,258 shares in the Offering and will own 32,258 shares in Kid following completion of the Offering
- Pål F. Clausen (Board member) has been allocated 8,064 shares in the Offering and will own 8,064 shares in Kid following completion of the Offering
- Karin Bing Orgland (Board member) has been allocated 16,129 shares in the Offering and will own 16,129 shares in Kid following completion of the Offering
- Vilde Falck-Ytter (Board member) has been allocated 6,451 shares in the Offering and will own 6,451 shares in Kid following completion of the Offering

ABG Sundal Collier ASA and Arctic Securities AS (collectively the "Joint Bookrunners") are acting as Joint Bookrunners in the IPO.

For further enquiries, please contact:

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About Kid ASA

Kid is the leading and most profitable retailer in the Norwegian home textile market, typified by products like duvets, pillows, curtains, bed linens and other accessories and decorating items. As of 30 September 2015, Kid operated a total of 128 wholly-owned stores in Norway, in addition to an established e-commerce platform. Kid traces its history back to 1937, and has since the 1950s renewed Norwegian homes by offering attractive and practical curtains, bed linens and other interior articles. Kid is among the known brands within retail in Norway, with 97% of Norwegian women being familiar with the Company. Kid has approximately 900 employees with headquarters in new and modern facilities in Lier, Norway. For more information visit www.kid.no

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