

NOT FOR DISTRIBUTION OR RELEASE, DIRECTLY OR INDIRECTLY, TO U.S. NEWS WIRE SERVICES OR FOR DISSEMINATION IN OR INTO THE UNITED STATES, AUSTRALIA, HONG KONG, CANADA OR JAPAN, OR ANY OTHER JURISDICTION IN WHICH THE DISTRIBUTION OR RELEASE WOULD BE UNLAWFUL.

### **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 shared 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:

Petter Schouw-Hansen, CFO +47 482 24 534

#### **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](http://www.kid.no)

#### **Important Notice**

This announcement is not and does not form a part of any offer to sell, or a solicitation of an offer to purchase, any securities of the Company.

Copies of this announcement are not being made and may not be distributed or sent into the United States, Australia, Hong Kong, Canada, Japan or any other jurisdiction in which such distribution would be unlawful or would require registration or other measures.

The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and accordingly may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act and in accordance with applicable U.S. state securities laws. The Company does not intend to register any part of the offering in the United States or to conduct a public offering of securities in the United States. Any sale in the United States of the securities mentioned in this announcement will be made solely to "qualified institutional buyers" as defined in Rule 144A under the Securities Act.

Any offering of the securities referred to in this announcement will be made by means of a prospectus. This announcement is not a prospectus for the purposes of Directive 2003/71/EC (as amended, together with any applicable implementing measures in any Member State, the "Prospectus Directive"). Investors should not subscribe for any securities referred to in this announcement except on the basis of information contained in a prospectus.

In any EEA Member State that has implemented the Prospectus Directive, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Directive.

This communication is only being distributed to and is only directed at persons in the United Kingdom that are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) high net worth entities, and other persons to whom this announcement may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as "relevant

persons"). This communication must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this communication relates is available only for relevant persons and will be engaged in only with relevant persons. Persons distributing this communication must satisfy themselves that it is lawful to do so.

Matters discussed in this announcement may constitute forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "strategy", "intends", "estimate", "will", "may", "continue", "should" and similar expressions. The forward-looking statements in this release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Actual events may differ significantly from any anticipated development due to a number of factors, including without limitation, changes in public sector investment levels, changes in the general economic, political and market conditions in the Norwegian market, the Company's ability to attract, retain and motivate qualified personnel, changes in the Company's ability to engage in commercially acceptable acquisitions and strategic investments, and changes in laws and regulation and the potential impact of legal proceedings and actions. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements in this presentation are free from errors nor does it accept any responsibility for the future accuracy of the opinions expressed in this presentation or any obligation to update or revise the statements in this presentation to reflect subsequent events. You should not place undue reliance on the forward-looking statements in this document.

The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm, or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this announcement.