

PRESS RELEASE

Hufvudstaden welcomes Victoria's Secret to Femman in Nordstan, Gothenburg

After summer 2016, Victoria's Secret will open a store at the mall Femman in Nordstan, its first establishment in central Gothenburg.

"In Femman we are seeking to create the optimum experience for our visitors and be the obvious meeting point for the people of Gothenburg. For that reason we are extremely proud that Victoria's Secret has chosen to establish operations in Hufvudstaden's Femman property in Nordstan," says Ivo Stopner, President of Hufvudstaden.

Femman is currently undergoing extensive renovation to create an inspirational urban shopping destination where a broad array of fashion and lifestyle brands are combined with first-rate restaurants and cafés. Hufvudstaden will conclude the first phase of the redevelopment after the summer with the completion of a new restaurant concept on the upper floor. Victoria's Secret, a brand that has enjoyed great success in Sweden, will open at the same time and contribute to the new and exciting variety of stores in Femman.

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HUFVUDSTADEN AB (publ)

Ivo Stopner
President

*If you have any questions, please contact
Daniel Massot, Head of the Gothenburg Business Area, phone +46 (0)31-710 21 20
Louise Kihlberg, Head of Marketing, phone +46 (0)8-762 90 86*