

## PRESS RELEASE

### **Hufvudstaden welcomes Prada to Bibliotekstan in Stockholm**

Prada will open a store in autumn 2013, in one of Hufvudstaden's properties in central Stockholm. The store will have approximately 650 square metres of floor space and will be located on the corner of Birger Jarlsgatan and Mäster Samuelsgatan in Bibliotekstan.

*"Hufvudstaden aims to offer successful retailing and office tenants prime business locations in central Stockholm and central Gothenburg. We are therefore very proud that Prada has chosen to establish operations in Hufvudstaden's properties in Bibliotekstan," says Ivo Stopner, President of Hufvudstaden.*

One of the world's strongest fashion brands is set to open its first store in the Nordic region. This establishment by Prada is entirely in line with Hufvudstaden's strategy of developing the area around Biblioteksgatan. With a centrally located Prada flagship store, Bibliotekstan will further strengthen its position as one of the foremost shopping destinations in Scandinavia.

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