

Mekonomen

Mekonomen AB (publ)
Box 6077
141 06 Kungens Kurva
Corp. Reg. no. 556392-1971

Visiting address
Smista Allé 11, Segeltorp
Phone +46 8 464 00 00
www.mekonomen.se

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Mekonomen to break male dominance

By 2012 at the latest, 30 per cent of Mekonomen's store employees shall be women. Today, the portion is 13 per cent.

A key part of Mekonomen's Mega and Medium concept is to attract new target groups, including women and families with children. Increasing the portion of women among store employees is a key factor for achieving this goal.

“Historically, our industry has been dominated by men and an innovative approach is required to reach all customer groups. Having more women in the stores and among our business managers is part of this. At the same time, we offer exciting career opportunities for all store employees, women as well as men,” says Håkan Lundstedt, President and CEO of Mekonomen AB.

For further information, please contact:

Håkan Lundstedt, President and CEO, Mekonomen AB, Tel: +46 (0)8-464 00 00

Gunilla Spongh, CFO, Mekonomen AB, Tel: +46 (0)8-464 00 00

Mekonomen makes CarLife easier, through a broad and highly accessible offering of low-cost and innovative solutions and products for consumers and companies. We are Scandinavia's leading automotive spare-parts chain with proprietary wholesale operations, more than 200 stores and more than 1,000 workshops, all operating under the Mekonomen brand.