

## KID – approval of prospectus

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Lier, 16 October 2015

Reference is made to the previous notifications regarding for the application for admission to trading from Kid ASA (the "**Company**") on Oslo Børs, alternatively Oslo Axxess, and the announcement of the terms in the Initial Public Offering.

The Financial Supervisory Authority of Norway has today approved a prospectus dated 16 October 2015 (the "**Prospectus**"), for the initial public offering of up to 32,516,129 shares of the Company and the related listing of the Company's shares on Oslo Børs or alternatively Oslo Axxess. The Prospectus will be available at the following websites: [www.abgsc.com](http://www.abgsc.com) and [www.arcticsec.no](http://www.arcticsec.no) and hard copies may be obtained free of charge from the Company or at the offices of ABG Sundal Collier ASA and Arctic Securities AS at the following addresses: Munkedamsveien 45D, 0115 Oslo, Norway and Haakon VII's gt 5, 0123 Oslo, Norway.

The information in this announcement is subject to the disclosure requirements of the Norwegian Securities Trading Act section 7-19.

### ENQUIRIES

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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 June 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. Kid is a wholly-owned subsidiary of Gjelsten Holding. For more information visit [www.kid.no](http://www.kid.no)

### ABOUT GJELSTEN HOLDING AS

Gjelsten Holding is an investment company with a goal of creating sustainable value through active ownership. The company has investments in real estate, retail and the industrial sector through portfolio companies such as Fabritius, Profier, Kid, Sport1 Gruppen, Norsk Avfallshåndtering (NOAH) and Ultimovacs. Gjelsten Holding was established in 2000 and had in 2014 annual revenues of NOK 2.6 bn and approximately 1,100 employees. Gjelsten Holding is wholly owned by Bjørn Rune Gjelsten. For more information visit [www.gjelsten.no](http://www.gjelsten.no)

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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.

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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 the 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 the 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.

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