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Kid ASA – Stabilisation and over-allotment notice

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").

ABG Sundal Collier ASA (the "Stabilisation Manager") may, on behalf of the Joint Bookrunners for the Offering and listing of the shares (the "Shares") of Kid, engage in stabilisation activities in the Shares from 2 November 2015, the first day of trading, to and including 2 December 2015 (the "Stabilisation Period").

The stabilisation transactions are aimed to support the market price of the Shares. In connection with the Offering, the Joint Bookrunners have been granted an over-allotment option (the "Over-allotment Option") and have over-allotted to the investors in the Offering 3,054,838 Shares. The over-allotted Shares have been borrowed from Gjølsten Holding AS.

The Over-allotment Option entitles the Joint Bookrunners, at the request of the Stabilisation Manager, to purchase up to 3,054,838 additional Shares from Gjølsten Holding AS at a price per Share equal to the offer price in the Offering of NOK 31 per Share (the "Offer Price").

The Stabilisation Manager (or persons acting on behalf of the Stabilisation Manager) may effect transactions that stabilise or maintain the price of the Shares at a level higher than that which might otherwise prevail, by buying Shares in the open market at prices equal to or lower than (but not above) the Offer Price. However, there is no obligation on the Stabilisation Manager or any person acting for the Stabilisation Manager to do so. Moreover, there is no assurance that the Stabilisation Manager (or persons acting on behalf of the Stabilisation Manager) will undertake stabilisation activities. If stabilisation activities are commenced, they may be discontinued at any time, and must end upon the expiry of the Stabilisation Period.

Within one week after the expiry of the Stabilisation Period, the Stabilisation Manager will publish information as to whether or not price stabilisation activities were undertaken. If stabilisation activities were undertaken, the statement will also include information about: (i) the total amount of Shares sold and purchased; (ii) the dates on which the stabilisation period began and ended; (iii) the price range between which stabilisation was carried out, as well as the highest, lowest and average price paid during the stabilisation period; and (iv) the date at which stabilisation activities last occurred.

Any stabilisation activities will be conducted in accordance with Section 3-12 of the Norwegian Securities Trading Act and the EC Commission Regulation 2273/2003 regarding buy-back programmes and stabilisation of financial instruments.

For further details see the prospectus dated 16 October 2015 issued by Kid in connection with 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 best 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

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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.

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