

Over 60 million for the fight against breast cancer– the result of ten years' collecting by Lindex customers and employees

Collecting in the fight against breast cancer struck a new record this year when Lindex customers and employees donated 15,1 million SEK, primarily through the Missoni Lindex collection. During the decade-long campaign a total of over 60 million SEK has been donated towards cancer research. The money collected is being used in the continuing struggle against breast cancer through research and by raising awareness about the disease.

- I would like to thank all customers and colleagues who have taken part and contributed over the years – it is something everyone should be proud of, says Göran Bille, CEO of Lindex.

More women surviving breast cancer today

Research into breast cancer has helped more people survive the disease, probably due to increased mammography screening, resulting in earlier detection and greater chances of being cured. Better treatment methods to reduce the risk of relapse and treatments that increase survival are further examples among many of the latest breakthroughs in breast cancer research.

Despite the considerable progress that has been made, there is still a tremendous need for continued support in the fight against breast cancer.

Most of the money collected this year has come from the Missoni Lindex collection, with 10 percent of the sale price having gone to the campaign. Half of the sales price for pink bracelets, sales of pink ribbons and local in-store activities have also contributed. Sales of the Missoni Lindex collection has taken place in the majority of Lindex's 460 stores in 16 countries.

- This year we have broken all previous records, largely thanks to our fantastic success with the Missoni Lindex collection. It feels great that, through our commitment, we can contribute more money for research, something we intend to continue in the future, says Göran Bille.

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For more information, please contact:

Kaisa Lyckdal
Press Relations Manager, Lindex
Tel: 46 31 739 50 60
E-mail: kaisa.lyckdal@lindex.com

Lindex is one of Europe's leading fashion chains, with more than 460 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, children's wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com