



## **Plejd carries out a directed new issue of 520,000 shares and raises SEK 82.2 million**

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### **Plejd carries out a directed new issue of 520,000 shares and raises SEK 82.2 million**

**The board of directors of Plejd AB (“Plejd” or the “Company”) has, in accordance with what was announced in the Company’s press release earlier today, resolved on a new issue of 520,000 shares. The directed new shares issue was over-subscribed and the participants was a number of Swedish and international institutional investors, among others, Consensus Småbolag, Christian von Koenigsegg, Handelsbanken Fonder AB and Stena Finans, as well as certain existing shareholders. The subscription price has been determined on the basis of an accelerated bookbuilding procedure and is set at SEK 158 per share and Plejd thereby raises SEK 82,160,000.**

*“For a long time, we have worked with exciting projects in order to broaden our product portfolio. Several of these projects have now reached a level where we with extended resources can accelerate the development and faster launch our products. Our current cash position is sufficient for our existing profitable growth, however, with this share issue we see opportunities to faster broaden our product portfolio with an increased growth, and with continuous profitability.”*, comments Babak Esfahani, CEO, Plejd.

Plejd’s board of directors has, on the basis of the authorization from the annual general meeting held on 29 April 2020, and in accordance with the Company’s press release earlier today, resolved on a new issue of 520,000 shares, with deviation from the shareholders’ preferential rights, directed to Swedish and international institutional investors (the **“Directed Issue”**). The Directed Issue has been carried out as an accelerated bookbuilding procedure conducted by Carnegie Investment Bank AB (publ) as Sole Bookrunner. Investors in the Directed Issue were, among others, Consensus Småbolag, Christian von Koenigsegg, Handelsbanken Fonder AB and Stena Finans.

The subscription price has been determined through the bookbuilding procedure and is set at SEK 158. Plejd raises SEK 82,160,000 before transaction costs through the Directed issue. The subscription price constitutes a discount of 6.9 per cent compared to the closing price of the Company’s shares on Spotlight Stock Market on 2 December 2020 and corresponds to the volume weighted average price for the Company’s share on Spotlight Stock Market during the preceding 20 trading days.

The reason for the deviation from the shareholders’ preferential rights was to broaden the shareholder base in the Company among Swedish and international institutional investors and also take the opportunity to raise capital on favorable terms at a time and cost-efficient manner. The Company has identified opportunities to broaden the product portfolio faster than planned through paralleling the projects that have reached a sufficiently mature stadium in order to be accelerated. The opportunity to accelerate, together with the positive development on new markets makes it practicable to carry out a directed new issue in order to take advantage of the Company’s current momentum. The net proceeds from the Directed Issue is intended to be used to (i) further accelerate the product development and (ii) strengthen the position on existing markets and also enter into new markets outside the Nordics. Given that the subscription price in the Directed Issue has been determined through an accelerated bookbuilding procedure, it is the assessment of the board of directors that subscription price has been determined at market terms.

The Directed Issue entails a dilution for existing shareholders of approximately 4.9 per cent of the number of shares and votes, based on the number of shares and votes of the Company after the Directed Issue. Through the Directed Issue, the number of outstanding shares and votes will increase with 520,000, from 10,180,720, to 10,700,720. The share capital will increase with SEK 78,000, from SEK 1,527,108, to SEK 1,605,108.

In connection with the Directed Issue, the Company has, subject to customary exemptions, agreed not to issue shares for a period of 180 calendar days from the settlement date of the Directed Issue. In addition, the Company’s board of directors and CEO have agreed not to sell any shares in Plejd during a period of 90 calendar days from the settlement date of the Directed Issue, subject to customary exemptions.

### **Advisers**

Carnegie Investment Bank AB (publ) is Sole Bookrunner and Baker & McKenzie Advokatbyrå KB is legal adviser in connection with the Directed Issue.

## Responsible party

This information constitutes inside information that Plejd AB is obliged to make public in accordance with the (EU) Market Abuse Regulation 596/2014. The information in this press release has been made public through the agency of the responsible person set out below for publication at the time stated by Plejd AB's news distributor Cision at the publication of this press release.

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## About Plejd AB

Plejd is an innovative Swedish tech company that develops products and services for smart lighting system and home automation. The Company vitalises the lighting market and lies at the forefront in the technical development which is popularly referred to as the Internet of Things.

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*This announcement does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in the new shares. Any investment decision in connection with the Directed Issue must be made on the basis of all publicly available information relating to the Company and the Company's shares. Such information has not been independently verified by Carnegie. Carnegie is acting for the Company in connection with the Directed Issue and no one else and will not be responsible to anyone other than the Company for providing the protections afforded to its clients nor for giving advice in relation to the Directed Issue or any other matter referred to herein.*

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### **Forward-looking statements**

*This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. 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 press release are free from errors and readers of this press release should not place undue reliance on the forward-looking statements in this press release. The information, opinions and forward-looking statements that are expressly or implicitly contained herein speak only as of its date and are subject to change without notice. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, unless it is required by law or Spotlight Stock Market's rule book.*

### **Information to distributors**

*Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended ("**MiFID II**"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "**MiFID II Product Governance Requirements**"), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in the Company have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the "**Target Market Assessment**"). Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares in the Company may decline and investors could lose all or part of their investment; the shares in the Company offer no guaranteed income and no capital protection; and an investment in the shares in the Company is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Directed Issue. Furthermore, it is noted that, notwithstanding the Target Market Assessment, Carnegie will only procure investors who meet the criteria of professional clients and eligible counterparties.*

*For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in the Company.*

*Each distributor is responsible for undertaking its own target market assessment in respect of the shares in the Company and determining appropriate distribution channels.*