

Boozt

Press Release

Malmö, Sweden, 2 November 2017

Changes in Investor Relations and Corporate Communications

Johan Holmqvist has decided to step down as Head of Investor Relations and Corporate Communications at Boozt. Johan Holmqvist has been with Boozt since 1 December 2016, but will now pursue new opportunities outside the company.

Group CEO at Boozt Hermann Hermansson says:

“We thank Johan for what he has done for Boozt, and wish him all the best with his new endeavours”.

Karsten Anker Petersen, 47, CEO and partner at Borgen Communications & Public Affairs will take over the responsibility of Investor Relations and Corporate Communications at Boozt on an interim basis. The search for a new Head of Investor Relations & Corporate Communications has been initiated.

For additional information, please contact:

Boozt AB (publ)

Karsten Anker Petersen / Interim Head of IR & Corporate Communications / Phone: +45 53 82 17 54 / Email:

kap@boozt.com

The information was submitted for publication, through the agency of the contact person set out above, at 18:00 CET on November 2, 2017.

Boozt is a leading, fast-growing and profitable Nordic technology company selling fashion online. The Group generated net sales amounting to SEK 1.4 billion in 2016. Boozt offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore Boozt.com. The company is focused on using cutting-edge, in-house developed technology to curate the best possible customer experience. With an active customer base of over 915,000 and counting, Boozt.com attracts more than six million visits per month. Besides Boozt.com, the company also runs the webstore Booztlet.com and retail stores Booztlet and Beauty by Boozt in Denmark. For more information, please visit www.booztfashion.com.