

ELLOS GROUP

Press release, Borås, 17 June 2026

ELLOS HOLDING ANNOUNCES REJECTION OF INDICATIVE OFFER AT SEK 76.50 PER SHARE

Ellos Holding AB (publ) ("**Ellos Holding**" or the "**Company**"), one of the leading Nordic online shopping destinations for fashion and home interior, has previously announced that the Company's and its main shareholders' intention is to list the Company in Stockholm during 2026. The Company's main shareholders have informed Ellos Holding that they have received an indicative offer to acquire all shares in Ellos Holding at a price of SEK 76.50 per share. The main shareholders have rejected the indicative offer, as they consider that it does not reflect the full value of Ellos Holding.

Ellos Holding is disclosing information about the indicative offer to ensure that all existing or potential investors in Ellos Holding have access to the same information.

For further information:
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This information is information that Ellos Holding AB (publ) is legally obliged to disclose in accordance with the EU Market Abuse Regulation and the Swedish Securities Market Act. Through the agency of the contact persons shown above, the information was released for publication on 17 June 2026 22:30 CET.

ABOUT ELLOS GROUP

The Ellos Group, which includes the online stores Ellos, Jotex, Homeroom and payment brand Elpy, is a leading shopping destination for fashion and home furnishings in the Nordic region. Working closely with our millions of customers, we offer attractive and sustainable products for the woman in mid-life, her family and home. We continuously develop our business through innovation, creativity, and sustainability, and always focusing on the customer. The Ellos Group, headquartered in Borås, and with operations in all Nordic countries and selected European markets, has around 500 employees and sales of around SEK 3.5 billion.

www.ellosgroup.com