



Press release 28 March 2025

## **Synsam Group's Annual and Sustainability Report for 2024 is published**

The Annual Report and the Sustainability Report of Synsam AB (publ) for 2024 is now available on Synsam Group's website:

<https://www.synsamgroup.com/en/investors/financial-reports/>

The full report is primarily designed for reading on screens. There is a limited edition of printed copies which can be ordered via telephone +46 (0)8 619 28 60.

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*This disclosure contains information that Synsam AB (publ) is obliged to make public pursuant to the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 11:00 a.m. CET on 28 March 2025.*

*Synsam Group is a leading optician group in the Nordic region, with a differentiated and affordable subscription offering. Synsam Group offers a wide range of products and services for eye health and eye fashion, catering to the customer's different lifestyles and needs. The group has approximately 4,000 employees, net sales of approximately SEK 6.4 billion and almost 600 stores in the Nordics, operating under the brands Synsam, Synsam Outlet and Profil Optik in Denmark. Through digitalization, subscription services and other innovative concepts, Synsam Group is at the forefront of innovation in the Nordic optical retail market across multiple dimensions including customer journey, product offering and ESG. Synsam Group's share is traded on Nasdaq Stockholm (SYNSAM).  
[www.synsamgroup.com](http://www.synsamgroup.com)*