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## SOFIA EKENSTEN APPOINTED BRAND DIRECTOR OF ELLOS

Sofia Ekensten has been appointed Brand Director of Ellos with the overall responsibility to lead Ellos' operational development. Sofia, who has a solid background as Sales and Buying Director for Ellos and from the retail industry in general, will report to Hans Ohlsson, President and CEO of Ellos Group.

Sofia has over 20 years of experience from the retail industry in various purchasing and business development roles at companies such as Intersport, Lindex, and NilsonGroup. Sofia has been employed by Ellos Group since 2014 and is a member of the Group Management Team. Her most recent role has been as Sales and Buying Director at Ellos.

"I am both proud and happy about the opportunity to help lead Ellos as we now take the next step in our development. I look forward to continuing to work closely with the rest of the Group Management Team and all my knowledgeable colleagues. Together, we will work hard to strengthen and reach out with our fantastic offering in fashion and home furnishing with a focus on our core customer, the woman in the middle of her life," says Sofia Ekensten.

The appointment of Sofia as Brand Director of Ellos is part of taking the next step in the company's development, with a focus on improving, sharpening and expanding the offering to the core customer within fashion and home furnishing. In recent years, Ellos' business has shown strong development, with a sought-after offering, several exciting campaigns and collaborations, continuous product innovation and good sales in key product categories such as dresses, underwear, sports and beauty, textiles, lighting and furniture.

"During her time at Ellos Group, Sofia has shown great commitment and competence. Her appointment as Brand Director of Ellos is gratifying news and is a testament to the value Sofia has contributed. I look forward to continuing our close collaboration in her new role, and together helping Ellos take the next step in what has been a good operational and financial development," says Hans Ohlsson, President and CEO of Ellos Group.

Sofia will take up her new position as of November 1, 2024.

For more information, please contact:  
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## ABOUT ELLOS GROUP

The Ellos Group, which includes the e-stores Ellos, Jotex, Homeroom and payment brand Elpy, is a leading e-commerce group in the Nordic region. Working closely with our millions of customers, we are constantly striving to develop and offer attractive and sustainable fashion and household items for the entire family. Our focus is always on the customer. We continuously work to develop our business through innovation, creativity, and sustainability. The Ellos Group, headquartered in Borås, and with operations in all Nordic countries and selected European markets, has around 550 employees and sales of around SEK 3.4 billion.

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