ELLOS GROUP

Press release, Borås 26 November 2025

Ellos announces conditional early redemption of super senior secured callable fixed rate bonds

Ellos Holding AB (publ) ("**Ellos**" or the "**Company**") has today informed the holders of its (i) super senior secured bonds callable fixed rate bonds 2024/2026 with ISIN SE0021486917 (the "**Super Senior Bonds**") and, (ii) its super senior secured callable fixed rate bonds 2024/2026 with ISIN SE0023112867 (the "**Liquidity Bonds**" and together with the Super Senior Bonds, the "**Bonds**") of its intention to redeem the Bonds in full, conditional upon satisfaction of conditions precedent for disbursement under a new revolving credit facility agreement (the "**Early Redemption**").

The redemption date in respect of each of the Bonds will be 22 December 2025 (the "**Redemption Date**"), subject to satisfaction of the Condition (as defined below). The Bonds will be redeemed at a price equal to 100.00 per cent. of the nominal amount plus accrued but unpaid interest (the "**Redemption Amount**"). The Redemption Amount will be paid to each person who, at the close of business on 15 December 2025 (the "**Record Date**"), is registered as a holder of the relevant Bonds.

The Early Redemption is conditional upon the Company being satisfied that it will satisfy the conditions precedent for disbursement of the funds under a new revolving credit facility agreement prior to the Record Date (the "**Condition**"). Satisfaction of the Condition will be confirmed to the holders of the Bonds through a press release prior to the Record Date.

For more information:
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This information is such information that Ellos Holding AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out below, at 18.45 CET on 26 November 2025.

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 3.3 billion.

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