

Press release, Borås 12 December 2025

ELLOS SECURES NEW LONG-TERM FINANCING AND ANNOUNCES FULFILMENT OF THE CONDITION FOR EARLY REDEMPTION OF SUPER SENIOR SECURED BONDS

Ellos Holding AB (publ) ("**Ellos**" or the "**Company**") today announces that the Company has secured a new SEK 400m revolving credit facility with DNB Sweden AB with a tenor of 3 years. The condition for the early redemption of its outstanding (i) super senior secured callable floating rate bonds 2024/2026 with ISIN SE0021486917 and (ii) super senior secured callable floating rate bonds 2024/2026 with ISIN SE0023112867 (together forming the "**Bonds**") has now also been fulfilled. The Ellos Group's new long-term financing provides further financial stability and flexibility to support continued growth.

As announced by a press release on 26 November 2025, the Company informed the holders of the Bonds of its intention to redeem the Bonds in full already on 22 December 2025 (the "**Redemption Date**"), conditional upon the Company being satisfied prior to 15 December 2025 that it will satisfy the conditions precedent for disbursement of the funds under a new revolving credit facility agreement (the "**Condition**").

The Company today announces that the Condition has been satisfied, and the early redemption will be carried out as previously announced. In connection, the Ellos Group has secured new long-term financing through a new revolving credit facility of SEK 400m with a tenor of 3 years, entered into with DNB Sweden AB, Sweden Branch (the "**Revolving Credit Facility**").

"Securing this long-term financing marks an important step for Ellos Group and is key to our long-term financial strategy and plan. We are also very happy with the new DNB partnership. This development allows us to improve our capital structure and focus on delivering on our strategic priorities and further developing our business," says Johan Stigson, CFO of Ellos Group.

The Bonds will be redeemed at a price equal to 100.00 per cent of the nominal amount together with any accrued but unpaid interest up to and including the Redemption Date (the "**Redemption Amount**"). The Redemption Amount will be paid to each person who, at the close of business on 15 December 2025 is registered as a holder of the relevant Bonds in the debt register maintained by Euroclear Sweden AB.

As of 22 December 2025, Ellos Group's financing structure will consist of the Revolving Credit Facility, and the outstanding senior secured callable floating rate bonds 2019/2028 (ISIN SE0012827996) of SEK 750 million, maturing in November 2028.

For more information:

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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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