

ELLOS GROUP

Press release, Borås, 1 April 2026

ELLOS HOLDING AB ANNOUNCES NEW FINANCIAL TARGETS

The Board of Directors of Ellos Holding AB (publ) (“**the Company**” or “**Ellos Group**”) has today adopted new financial targets.

The new financial targets reflect an increased focus on driving profitable growth and long-term value creation, in line with the Ellos Group’s established strategy. In the Company’s assessment, Ellos Group’s scalable online platform, strong customer and brand offering, focus on well-defined customer segments and established market position provide a solid foundation for increasing sales, profitability and cash flow. With its three e-commerce sites, Ellos, Jotex and Homeroom, and the payment brand Elpy, Ellos Group has created good opportunities for continued profitable growth in the Nordic region and in selected markets in Europe.

Ellos Group has set the following long-term financial targets:

- **Growth:** Ellos Group targets an organic sales growth in line with the addressable market, with the ambition to outperform the market over time.
- **Profitability:** Ellos Group targets an adjusted EBITA margin of above 8 % in the medium term.
- **Capital Structure:** Ellos Group targets a net debt in relation to LTM EBITDA excluding IFRS 16 effects below 2.0x.
- **Dividend:** Ellos Group intends to distribute excess cash to shareholders after investments in profitable growth, subject to meeting its capital structure target.

“Our new financial targets reflect the strong performance of the Ellos Group over the past year and the opportunities we see ahead. With secured long-term financing, an established strategy focused on women in mid-life, a scalable online platform and leading e-commerce sites, we are well placed to continue driving profitable growth both within and outside the Nordic region and to deliver value to our customers and shareholders,” says Hans Ohlsson, CEO of Ellos Group.

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 3.5 billion.

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