

# ELLOS GROUP

Press release, Borås, 22 April 2026

## ELLOS GROUP ADJUSTS ITS ORGANISATION TO POSITION THE COMPANY FOR THE FUTURE

Ellos Holding AB (publ) (the “**Company**” or “**Ellos Group**”) intends to implement an organisational adjustment to address increased digitalisation and developments in data-driven automation and AI. The aim is to enhance competitiveness, streamline ways of working and processes and position the Company for the future.

Ellos Group has over time adapted and developed its operations and is taking ongoing proactive steps to capitalize on new opportunities, both commercially and operationally, in line with its long-term strategy with a focus on women in mid-life. The Company is now conducting a review of working methods, skills and resource allocation.

The planned organisational adjustment is expected to result in redundancies affecting approximately 5-10 per cent of the total number of white-collar employees within Ellos Group.

*“Ellos Group is determined to continue creating long-term value and driving growth in line with our strategy. The aim of the organisational adjustment is to increase efficiency and competitively support the development of our offering, own brands and continued growth”,* says Hans Ohlsson, CEO of Ellos Group.

Ellos Group will commence trade union negotiations, and the changes are scheduled to be implemented during the third quarter of 2026. The Company is committed to managing the transition responsibly and will offer support to affected employees.

For further 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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