

ELLOS GROUP

Press release, Borås, 26 May 2026

ELLOS HOLDING AB (PUBL) ANNOUNCES TIMETABLE FOR REVERSE SHARE SPLIT

At the annual general meeting in Ellos Holding AB (publ) ("Ellos Group" or the "Company") held on 19 May 2026, it was resolved on i) reduction of the share capital through redemption of 3,437,753 shares and bonus issue, and ii) reverse share split 1:40 whereby 40 shares are consolidated into one (1) new share. The resolutions have now been registered at the Swedish Companies Registration Office. Pursuant to the resolution adopted by the annual general meeting, the record date for the reverse share split shall be 29 May 2026.

Since December 2025, Ellos Group's shareholders have been offered trading in the unlisted share on Euronext NOTC. In order to achieve an appropriate number of shares in the Company, the Company is now carrying out a reverse share split.

Timetable for the reverse share split:

27 May 2026	The last day of trading in the Ellos Group share via Euronext NOTC prior to the reverse share split.
28 May 2026	The first day of trading in the Ellos Group share via Euronext NOTC following the reverse share split.
29 May 2026	Record date for the reverse share split.

Shareholders do not need to take any action in order to participate in the reverse share split. One of the largest shareholders has accepted, without consideration, to contribute shares to shareholders whose holdings are not evenly divisible by 40 and undertaken to round down its remaining holding to the nearest number of shares evenly divisible by 40.

As a result of the reverse share split, the Ellos Group share will change ISIN code. From and including 28 May 2026, the share will be traded via Euronext NOTC under the new ISIN code SE0028799429.

Following the reduction in share capital through the redemption of 3,437,753 shares and the reverse share split, the total number of shares is reduced from 793,326,500 to 19,747,218 shares. Each share has, following the aforementioned measures, a quota value of approximately SEK 40.174089 per share.

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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