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Stabilisation notice

Danske Bank A/S, Danmark, Sverige Filial ("Danske Bank"), acting as stabilisation manager (the "Stabilisation Manager"), notifies that stabilisation measures have been undertaken in Ellos Holding AB's (publ) ("Ellos Group" or the "Company") shares on Nasdaq Stockholm.

In connection with the offering and the listing of Ellos Group's shares on Nasdaq Stockholm on 8 July 2026, Danske Bank is acting as Stabilisation Manager and may, to the extent permitted in accordance with Swedish law, carry out transactions aimed to stabilise, maintain, or in other ways support the market price of the Company's shares, for up to 30 days from the commencement of trading in the Company's shares on Nasdaq Stockholm. The Stabilisation Manager may over allot shares or effect transactions in order to maintain the market price of shares at levels above those that might otherwise prevail in the open market.

The Stabilisation Manager is, however, not required to carry out such transactions and there is no assurance that such activities will be undertaken. Such transactions may be effected on any securities market, including Nasdaq Stockholm, over-the-counter market or otherwise. In no event will transactions be effected at levels above the price in the offering.

Stabilisation transactions, if conducted, may be discontinued at any time without prior notice but must be ended no later than by the end of the abovementioned 30-day period. No later than by the end of the seventh trading day after stabilisation transactions have been undertaken, it shall be made public that stabilising measures have been performed.

Danske Bank has, in its capacity as Stabilisation Manager, notified that stabilisation measures have been undertaken on Nasdaq Stockholm as specified below, in accordance with article 5(4) of the EU Market Abuse Regulation 596/2014 and Commission Delegated Regulation (EU) 2016/1052.

Stabilisation information	
Issuer:	Ellos Holding AB (publ)
Securities:	Ordinary shares (ISIN: SE0028799429)
Offer size:	5,000,000 shares
Overallotment option:	750,000 shares
Offer price:	SEK 60
Trading venue:	Nasdaq Stockholm
Ticker:	ELLOS
Stabilisation manager:	Danske Bank

Stabilisation transactions						
Date	Number of shares	Highest price	Lowest price	Volume weighted average price	Currency	Trading venue
2026-07-21	1,691	58.000000	58.000000	58.000000	SEK	Nasdag Stockholm
2026-07-27	50,402	58.000000	57.900000	57.995149	SEK	Nasdag Stockholm
2026-07-28	26,340	58.000000	57.900000	57.991997	SEK	Nasdag Stockholm
2026-07-29	32,083	58.000000	58.000000	58.000000	SEK	Nasdag Stockholm

For further information, please contact:

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The information was submitted for publication, through the agency of the contact person set out above, at 29 July 2026 19:00 CEST.

About Ellos Group

Ellos Group is one of the leading Nordic online shopping destinations for fashion and home interior. The Group's online stores Ellos, Jotex and Homeroom have strong market positions in the Nordic region in their core customer segment, midlife women. The product offering includes a selection of both own and external brands, with 61 percent of the Group's total merchandise sales for the financial year ended 31 December 2025 being attributable to own brands¹ and 39 percent to external brands. The customer offering is supported in Sweden, Norway, Denmark and Finland by Ellos Group's own integrated payment and financing solution, Elpy. Elpy enables Ellos Group to manage the entire customer journey, offering a smoother shopping experience that supports customer loyalty.

Ellos Group's operations are built on a single and scalable online platform, integrating group-wide functions such as sourcing, logistics, advanced data analytics and data-driven digital marketing, payment solutions and customer service. Ellos Group's head office is located in Viared outside Borås, which is closely situated to the Group's two warehouses with the capacity to deliver to most addresses in the Nordic region and northern Europe with short lead times. As of 31 December 2025, the number of employees in the Group was 509.

For the financial year ended 31 December 2025, 74 percent of the Group's net sales were attributable to Ellos, 21 percent to Jotex and 5 percent to Homeroom. For the same period, Ellos' net sales amounted to SEK 2,549 million, Jotex's net sales amounted to SEK 728 million and Homeroom's net sales amounted to SEK 158 million.

Important information

This announcement is not an offer to sell or a solicitation of any offer to buy any securities issued by Ellos Holding AB (publ) (the "Company") in any jurisdiction where such offer or sale would be unlawful.

The offering of the securities referred to in this announcement has been made by means of a prospectus. This announcement is an advertisement and is not a prospectus for the purposes of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 on the prospectus to be published when securities are offered to the public or admitted to trading on a regulated market, and repealing Directive 2003/71/EC (together with any related implementing and delegated regulations, the "Prospectus Regulation"). Investors should not invest in any securities referred to in this announcement except on the basis of information contained in the aforementioned prospectus.

In any EEA Member State other than Sweden and Norway, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Regulation.

This document and the information contained herein are not for distribution in or into the United States of America. This document does not constitute an offer to sell, or a solicitation of an offer to purchase, any securities in the United States. Any securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold within the United States absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There is no intention to register any securities referred to herein in the United States or to make a public offering of the securities in the United States.

In the United Kingdom, this document and any other materials in relation to the securities described herein are only being distributed to, and are only directed at, and any investment or investment activity to which this document relates is available only to, and will be engaged in only with, "qualified investors" within the meaning of paragraph 15 of Schedule 1 of the Public Offers and Admissions to Trading Regulations 2024 who are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order") or (ii) high net worth entities, and other persons to whom this

¹ Merchandise sales of own brands divided by total merchandise sales.

announcement may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as “Relevant Persons”). This communication must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Persons distributing this communication must satisfy themselves that it is lawful to do so.

Forward-looking statements

This announcement contains certain forward-looking statements that reflect the Company’s current view on future events and anticipated financial and operational performance. Forward-looking statements are generally all statements other than statements as to historical facts or present facts or circumstances. Words such as “may”, “shall”, “will”, “assume”, “forecast”, “anticipate”, “should”, “expect”, “believe”, “estimate”, “plan”, “project”, “prepare”, “intend” or “could” or, in each case, their negative or similar expressions or comparable terminology, are forward-looking statements. The forward-looking statements speak only as of the date of this announcement. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialise or prove to be correct. Because these forward-looking statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements. Readers are advised to view the forward-looking statements contained in this announcement with caution. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required by applicable law or the Nasdaq Nordic Main Market Rulebook for Issuers of Shares.

Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“MiFID II”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “MiFID II Product Governance Requirements”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “Target Market Assessment”). Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares may decline and investors could lose all or part of their investment; the shares offer no guaranteed income and no capital protection; and an investment in the shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Offering. Each distributor is responsible for undertaking its own target market assessment in respect of the shares and determining appropriate distribution channels.