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Notice of stabilisation measures and termination of stabilisation period

Danske Bank A/S, Danmark, Sverige Filial ("Danske Bank"), acting as stabilisation manager (the "Stabilisation Manager"), notifies that the overallotment option in connection with Ellos Holding AB's (publ) (”Ellos Group” or the ”Company”) offering of shares, as announced in connection with the listing on Nasdaq Stockholm (the “Offering”) has not been exercised. The stabilisation period has now ended and no further stabilisation measures will be conducted.

7 August 2026 17:35 CEST

As announced in connection with the Offering, Danske Bank had the option, acting as Stabilisation Manager, to carry out transactions aimed at supporting the market price of the shares at levels above those which might otherwise have prevailed in the market. Stabilisation transactions could have been undertaken on Nasdaq Stockholm, in the over-the-counter market or otherwise, at any time during a period of up to 30 calendar days from the first day of trading in the Company's shares on Nasdaq Stockholm, 8 July 2026. However, Danske Bank had no obligation to undertake any stabilisation measures. Transactions have not been conducted at a price higher than set out in the Offering.

The Company granted ABG Sundal Collier AB and Danske Bank, acting as Joint Global Coordinators, an overallotment option which was managed by Danske Bank and could have been utilised in whole or in part for 30 calendar days from the first day of trading of the Company's shares on Nasdaq Stockholm to be able to sell up to 750,000 shares corresponding to up to 15 percent of the total number of shares in the Offering to cover any overallotment in connection with the Offering (the “Overallotment Option”).

Danske Bank now announces that the Overallotment Option has not been exercised and consequently that 750,000 shares in Ellos Group, which Danske Bank has borrowed from Surfside Holding AS in order to cover any overallotment in connection with the Offering, will be returned shortly. The stabilisation period in the Offering has now ended and no further stabilisation transactions will be conducted. Danske Bank announces, in its capacity as Stabilisation Manager, that stabilisation measures have been undertaken in accordance with article 5(4) in the EU Market Abuse Regulation 596/2014 (MAR) and the Commission Delegated Regulation (EU) 2016/1052 as specified below.

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
2026-07-10	229,944	60.000000	59.990000	59.998439	SEK	Nasdag Stockholm

2026-07-13	145,056	60.000000	59.900000	59.993106	SEK	Nasdaq Stockholm
2026-07-16	26,009	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-17	17,731	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-20	1,056	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-21	1,691	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-27	50,402	58.000000	57.900000	57.995149	SEK	Nasdaq Stockholm
2026-07-28	26,340	58.000000	57.900000	57.991997	SEK	Nasdaq Stockholm
2026-07-29	32,083	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-30	4,634	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-07-31	43,210	58.000000	58.000000	58.000000	SEK	Nasdaq Stockholm
2026-08-03	92,613	58.000000	57.500000	57.883781	SEK	Nasdaq Stockholm
2026-08-04	46,123	57.500000	57.500000	57.500000	SEK	Nasdaq Stockholm
2026-08-05	5,880	57.500000	57.500000	57.500000	SEK	Nasdaq Stockholm
2026-08-06	27,228	57.500000	57.500000	57.500000	SEK	Nasdaq Stockholm

For further information, please contact:

Johan Stigson, CFO and responsible for IR, Ellos Group
Telephone: +46 (0)33 16 08 05
Email: press@ellosgroup.com
www.ellosgroup.com

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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 brands[1] 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.

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

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.

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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.