ELLOS GROUP

Press release, Borås, 24 November 2026

Ellos Holding announces conditional early redemption of its outstanding bonds

Ellos Holding AB (publ) ("**Ellos Group**" or the "**Company**") has today given notice of the conditional early redemption in full of its outstanding senior secured callable floating rate bonds 2019/2028 with ISIN SE0012827996 (the "**Bonds**") in accordance with the terms and conditions of the Bonds (the "**Early Redemption**"). The Early Redemption is part of Ellos Group's efforts to strengthen its balance sheet and reduce its financing costs.

Subject to the satisfaction or waiver of the Financing Condition (as defined below), the Bonds will be redeemed on [18] December 2026 (the "**Redemption Date**"). The record date for the redemption is [11] December 2026 (the "**Record Date**"). The Bonds will be redeemed at a price equal to 103.78 per cent. of the nominal amount plus accrued but unpaid interest up to and including the Redemption Date (the "**Redemption Amount**"). The Redemption Amount will be paid to each person who, at the close of business on the **Record Date**, is registered as a holder of the relevant Bonds.

The Early Redemption is conditional upon the Company having secured financing for the Early Redemption no later than one (1) business day prior to the Record Date (the "**Condition**"). Satisfaction of the Condition will be confirmed to the holders of the Bonds through a press release prior to the Record Date.

"The early redemption of the bonds is another important step in strengthening our balance sheet. Our positive development creates the conditions to refinance on more favourable terms and thereby reduce our financing costs. This gives us greater financial flexibility, a more efficient capital structure and additional scope to distribute capital to our shareholders over time, in line with our dividend policy", says Johan Stigson, CFO of Ellos Group.

For more information:
Johan Stigson, CFO, Tel. +46 33 16 08 05

This information is such information that Ellos Holding AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09.00 CET on 24 November 2026.

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.

www.ellosgroup.com