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ELLOS GROUP SETS NEW VISIT AND SALES RECORDS DURING BLACK WEEK

Ellos Group set several new records during Black Week 2020, with all brands seeing a sharp increase in sales and number of visits as compared with last year. Over 100,000 new customers were welcomed during Black Week and Ellos Group had a total of more than 8 million visits. This is a clear acknowledgement of the company's attractive offerings and customers' appreciation of the online shopping experience.

This year's Black Week was extremely successful for Ellos Group, breaking several online visit and sales records. All brands achieved new levels during Black Week, indicating great purchasing power and that customers spread their online shopping throughout the week. Activity during Black Week was also extremely high. Ellos, for example, had approximately 5.2 million visitors during Black Week, topping out at 800,000 visits on Friday.

Black Week sales for Ellos Group increased nearly 50 per cent year-on-year, which exceeds industry growth. The increase was 46 per cent for Ellos, 53 per cent for Jotex, 28 per cent for Stayhard and a full 166 per cent for Homeroom. Home furnishing remains the fastest-growing segment, with year-on-year growth of over 75 per cent. Beauty and health also had growth of more than 75 per cent. This development is fully in line with the purchasing pattern Ellos Group has seen during the year. With a strong Q4 start in October and November, Ellos Group is well positioned for full-year 2020.

'Ellos Group has exceeded our own expectations with record-breaking sales, growth and higher margins throughout Black Week. The fact that all of our brands are behind the growth and sales records is particularly gratifying. It is our estimation that the fantastic surge of new customers is unique to the market. Our customers are clearly demonstrating that they appreciate our offerings and want to be part of our experience, which is the greatest reward Ellos Group can receive. The structural change in the market that we have been seeing for quite some time is accelerating, with customers increasingly choosing to shop online rather than in physical shops. This trend clearly benefits Ellos Group, and we have a positive outlook for the year's continued sales growth,' says Hans Ohlsson, CEO of Ellos Group.

During the week Ellos Group sold up to 3 products per second in 1 hour. At most, more than 4,000 customer orders were handled in 1 hour with more than 20,000 simultaneous customers visiting the website. Dedicated employees stand behind this success. Another key factor is the significant investments made by Ellos Group in IT and logistics to create a smooth, personal and simple online shopping experience.

This year's record levels during Black Week demonstrate that Ellos Group has a portfolio of leading brands and a market-leading offering in fashion and home furnishings. With this offering, Ellos Group is now making strides into Europe. Jotex.de was recently launched and has been very well received by German customers.

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ABOUT ELLOS GROUP

Ellos Group – with online stores Ellos, Jotex, Stayhard and Homeroom – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive, sustainable fashion and home furnishings for the entire family. Our focus is always on the customer. Through innovation, creativity and sustainability, we continuously seeking new avenues, both large and small. Ellos Group is headquartered in Borås and operates in all Nordic countries.

www.ellosgroup.com