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JOTEX LAUNCHED IN GERMANY AND POLAND

Jotex, a leading Nordic home furnishings brand, has now been successfully launched in Germany and Poland. With its scalable business model and highly valued e-commerce platform, Ellos Group is stepping fully out into Europe.

Ellos Group is now launching its own brands outside the Nordic region as part of the company's European expansion strategy. In an initial step, Ellos Group will offer customers Jotex home furnishings online in several European countries.

'We are working intensively to expand Ellos Group's scalable business model and e-commerce platform in Europe, and this is proceeding as planned and in line with market development. Significant successes have been achieved within home furnishings in recent years, and Jotex is the first brand to be launched in Germany and Poland. We will soon be taking our scalable model, online shops and highly valued product range to several other markets in Europe,' says Hans Ohlsson, CEO of Ellos Group.

Jotex has experienced strong growth in recent years, thanks to a unique, attractive and comprehensive range of home furnishing products. Its strengths lie in its contemporary home furnishing style, with creative ad campaign themes that work well in multiple markets. Jotex's e-commerce platforms in the Nordic region attract over 1 million customers and 30 million visitors each year.

'In light of the growth we have experienced in recent years and the strong home decor trend we are seeing, it is truly exciting that Jotex is making strides into Europe with our market-leading home furnishings offer. We have clear indications that there is demand for our home furnishing products in several European markets, and we have also received strong indications of this from our initial, successful launch in Germany and Poland,' says Peter Keerberg, CEO of Jotex.

Jotex's launch in Germany and Poland has been very well received. Jotex will be launched in Holland and Austria in January 2021, after which the expansion in Europe will continue throughout the year.

For additional information, please contact:

Hans Ohlsson, CEO, Ellos Group

Peter Keerberg, CEO, Jotex

Ph. +46 (0)33 16 08 05

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