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THE ELLOS GROUP INCREASES MOMENTUM IN ITS DIGITAL DEVELOPMENT

The Ellos Group continues to invest in the digital future to ensure its development as a dynamic e-retailer. Now many investments are made in the digital experience and the customer offer. At the same time, a review of the organization is taking place.

In order to drive growth on all the Nordic markets, the Ellos Group will invest in the digital experience and the customer offer. A completely new customer service will be built up and the Group's various marketing functions will be centralized in Borås. This is to efficiently drive development in the new digital world. It is a natural next step for the Ellos Group, as a result of the opportunities offered by the e-commerce platform launched earlier this year. Construction of the perfect customer journey is now starting for each individual customer. Based on data insight and CRM, with a high level of automation, along with developing new services, the customer's experience will be renewed, improved and personalized.

At the same time, the Ellos Group is reviewing its organization. In total, about 60 people at the company will be affected in different ways. Negotiations are currently underway. Because new skills are needed, recruitment is also taking place in Borås.

For more information please contact:
Marita Björk
Head of Communications Ellos Group
Telephone: +46 (0)705 181994

The Ellos Group, which includes Ellos, Jotex and Stayhard, is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we are constantly striving to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. The Ellos Group, headquartered in Borås and with operations in all the Nordic countries, has around 700 employees and sales of around SEK 2 billion. The principal owners are Nordic Capital Fund VII and Paul Frankenius (with Frankenius Equity AB). Chairman of the Board is Anders Halvarsson.