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ELLOS GROUP MAKES PROGRESS IN SUSTAINABILITY EFFORTS

Ellos Group has now published its Sustainability Report for 2024, which for the first time is inspired by the Corporate Sustainability Reporting Directive (CSRD). The report highlights developments in Ellos Group's sustainability efforts and includes the company's Climate Transition Plan, aimed at reducing climate impact throughout the entire value chain.

Ellos Group's ambition with its annual Sustainability Report is to openly and transparently report on its goals and progress, as well as the challenges that exist in contributing to sustainable change in our industry.

To further strengthen transparency around its sustainability work, Ellos Group has produced its first sustainability report inspired by CSRD. By adapting its reporting to the CSRD requirements, Ellos Group is taking an important step towards greater transparency and comparability, while also creating a stable foundation for future sustainability reporting.

One of Ellos Group's key sustainability initiatives in 2024 was the launch of a comprehensive Climate Transition Plan that is fully integrated into all parts of the business - from product development and purchasing to logistics and warehousing. This plan provides a strategic foundation for reducing climate impact at every stage of the value chain and ensures that sustainability is a natural part of all business decisions.

"During 2024, we intensified our efforts to create a more sustainable value chain. We have strengthened and will continue to develop our climate transition plan, with the goal of halving our emissions by 2030 in line with the Paris Agreement. This has required efforts on multiple levels - from reducing our climate footprint within our own operations to working closely with our suppliers to drive change throughout the entire production chain. By increasing the use of more sustainable and traceable materials, streamlining production and setting higher standards for our partners, we have taken decisive steps to reduce our climate impact," says Johan Kromer, Sustainability Director for Ellos Group.

At the same time, Ellos Group has made further advancements in the transition to more sustainable materials. During the year, the share of sustainable materials in the product range increased significantly, reflecting the ambition to offer a more responsible product range without compromising on style or quality. In 2024, the proportion of recycled polyester and polyamide in products under the Ellos Group's own brands rose to 57 percent, an increase of 18 percentage points compared to 2023.

Ellos Group has set clear targets to increase the share of sustainable materials and ensure good working conditions throughout the supply chain. Among other things, the goal is for 100 percent of the cotton in its own brands to be more sustainable by 2025, where the proportion in 2024 was 95 percent, and for all polyester and polyamide to be recycled by 2030. At the same time, Ellos Group is actively working on social sustainability, including through third-party audits and increased transparency in the supply chain. The sustainability goals are integrated into the business strategy and supported by cross-functional initiatives, governing policies, and incentive programs linked to sustainability results.

The sustainability report for 2024 is available in English on [Ellos Group's website](#).

For more information:

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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

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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 3.3 billion.

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