

ELLOS GROUP

Press release, Borås 1 December 2025

ELLOS INITIATES A WRITTEN PROCEDURE TO AMEND THE TERMS AND CONDITIONS RELATING TO ITS SENIOR SECURED BONDS

Ellos Holding AB (publ) ("**Ellos**" or the "**Company**") initiates a written procedure in relation to the Company's outstanding senior secured callable floating rate bonds 2019/2028 with ISIN SE0012827996 (the "**Existing Bonds**") to request certain amendments of the terms and conditions of the Existing Bonds (the "**Terms and Conditions**").

Ellos has instructed Nordic Trustee & Agency AB (publ) (the "**Agent**") as agent under the Company's Existing Bonds to initiate a written procedure to request the holders of such Existing Bonds (the "**Bondholders**") to vote in favour of certain amendments of the Terms and Conditions (the "**Written Procedure**").

The Company is contemplating refinancing of its short-term (i) super senior secured callable floating rate bonds 2024/2026 with ISIN SE0021486917 and, (ii) super senior secured callable floating rate bonds 2024/2026 with ISIN SE0023112867 by entering into a revolving credit facility agreement. Pursuant to the request as set out in the Written Procedure, the Terms and Conditions shall be amended to, *inter alia*, reflect a new financing structure within the group where the Company's only outstanding bonds shall be the Existing Bonds.

The Agent will on 1 December 2025, send the notice of Written Procedure to Bondholders directly registered as of 28 November 2025 in the debt register kept by Euroclear Sweden AB. The notice of Written Procedure will also be available on the Company's website (www.ellogroup.com). The outcome of the Written Procedure will be announced by way of a press release in connection with the conclusion of the Written Procedure. The voting record date is 4 December 2025 and the last day for voting in the Written Procedure is 10 December 2025.

For questions regarding the proposals and requests set out in the notice of the Written Procedure, please contact the Company at the contact details set out below. For questions regarding the administration of the Written Procedure, please contact the Agent at voting.sweden@nordictrustee.com or +46 8 783 79 00.

For more information:

Johan Stigson, CFO, Telephone. +46 (0)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 persons set out below, at 16.30 CET on 1 December 2025.

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 3.3 billion.

www.ellogroup.com