

ELLOS GROUP

Press release, Borås, 4 June 2026

ELLOS GROUP COMPLETES ORGANISATIONAL ADJUSTMENT

Ellos Holding AB (publ) (the “**Company**” or “**Ellos Group**”) announces that the trade union negotiations related to the organisational adjustment have been concluded.

In April this year, the Company announced its intention to conduct a review of its ways of working, competencies and resource allocation, to strengthen efficiency and long-term competitiveness, and to address increasing digitalisation and developments in data-driven automation and AI.

The review covered 37 roles and aimed to ensure the right competencies over time, including identifying shifts in skill requirements, promotions and redundancies.

The final adjustment means that Ellos Group will reduce the number of permanent employees by 25 roles, corresponding to 7.5 per cent of the total number of white-collar employees. In addition to permanent employees within the Group, the adjustment also includes the termination of consultancy assignments, fixed-term contracts and vacant roles that will not be backfilled.

In total, the measures are estimated to result in cost savings of approximately SEK 19 million per year, with full effect from the third quarter of 2026. The organisational adjustment is also expected to entail a one-off cost of approximately SEK 7 million in the second quarter of 2026.

The organisational and staffing process has been completed and affected employees have been informed. The intention is to manage the transition responsibly, and the Company has offered support to those affected. The new organisation will begin to be implemented in July 2026.

For further 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 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 3.5 billion.

www.ellosgroup.com