

ELLOS GROUP

Press release, Borås, 19 September 2024

PLEASE NOTE THAT THIS IS A MERELY TECHNICAL UPDATE AS REQUIRED PURSUANT TO THE PROCEDURES FOR BONDHOLDER MEETINGS AND WRITTEN PROCEDURES UNDER THE TERMS AND CONDITIONS FOR THE BONDS (AS DEFINED BELOW) ISSUED BY THE ELLOS GROUP AB (PUBL) WHICH IS CURRENTLY IN BANKRUPTCY

ELLOS GROUP AB (PUBL) INITIATES WRITTEN PROCEDURES FOR ITS OUTSTANDING BONDS

Ellos Group AB (publ) (the “**Issuer**”) has previously issued senior secured callable floating rate bonds 2019/2024 with ISIN SE0012827996 and super senior secured callable fixed rate bonds 2024/2025 with ISIN SE0021486917 (together, the “**Bonds**”).

In order to give an ad hoc group of holders of the Bonds mandate to instruct the Agent under the bonds, Nordic Trustee & Agency AB (publ) (the “**Agent**”), to, inter alia, take actions in connection with the sale of the Issuer’s assets under the Issuer’s bankruptcy, the Agent has on 17 September 2024 initiated written procedures for the Bonds (the “**Written Procedures**”) by sending the notices of Written Procedures including voting instructions to the direct registered owners and registered authorised nominees of the Bonds in the Issuer’s debt ledgers held with Euroclear Sweden as per 16 September 2024. The voting record date is 20 September 2024 and the last day for voting in the Written Procedure is 4 October 2024.

For full details on the proposed amendments, see the notices of Written Procedure which are available on the Company’s website (www.ellosgroup.com).

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 women 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 550 employees and sales of around SEK 3.4 billion.

www.ellosgroup.com