

# Savings share purchases completed in Kjell Group's long-term incentive programme 2026

**Kjell Group AB (publ) announces that the purchases of savings shares in the Performance Share Programme 2026 have been completed. In total, 353,000 shares have been acquired at an average acquisition cost of SEK 11.15 per share .**

The distribution by category is as follows:

- **The CEO** has acquired 75,000 shares
- **The management team (excluding the CEO)** has acquired a total of 113,000 shares
- **Other participants** have acquired a total of 165,000 shares

The savings share purchases are a prerequisite for participation in the Performance Share Programme 2026, which was approved at the Annual General Meeting on 20 May 2026. The programme covers up to 21 senior executives and employees in the Kjell Group. Following a vesting period of three years, participants may be allotted performance shares at no cost, provided that the requirement of continued employment and a performance criterion relating to the total shareholder return ("TSR") of the company's share of 30–60 percent has been met. Upon full achievement of the performance criterion, a maximum of 1,965,000 performance shares may be allotted, corresponding to a dilution of approximately 2.02 percent.

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## About Us

Kjell Group offers one of the most comprehensive assortment of electronic accessories on the market. The company operates online in Sweden, Norway, and Denmark, as well as through 148 service points, including 117 in Sweden and 31 in Norway. Headquartered in Malmö, the company generated SEK 2.4 billion in revenue in 2025.

With Kjell & Company's customer club, which boasts over 3 million members, and its Danish subsidiary AV-Cables, the Group has a unique understanding of people's technology needs. Approximately 1,250 employees work every day to improve lives through technology.

Learn more at [kjell.com](https://kjell.com) or [kjellgroup.com](https://kjellgroup.com)

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## Attachments

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