

PRESS RELEASE

26 April 2024 20:15:00 CEST

Nelly Group informs that Rite Ventures has passed the threshold for a mandatory offer

Nelly Group AB (publ) ("Nelly") notes that its main owner Rite Internet Ventures Holding AB (through its wholly owned subsidiary Rite Ventures SPV AB) ("Rite Ventures") today has announced that it has acquired shares in Nelly entailing that Rite Ventures thereafter owns a total of 9,179,571 shares in Nelly, corresponding to 30.11 percent of the shares and votes. Thereby, the threshold for a mandatory offer in accordance with the Swedish Takeovers Act has been passed. Accordingly, Rite Ventures will within four weeks either make a mandatory offer for the remaining shares in Nelly or divest shares to such an extent that Rite Ventures' shareholding thereafter falls below 30 percent of the votes in Nelly again. Over the past six months, Rite Ventures has acquired shares in Nelly at a maximum price of SEK 17.00 per share.

For further information, refer to Rite Ventures' press release (in Swedish), <https://mf.n.se/a/rite-ventures/rite-ventures-har-passerat-budpliktsgransen-i-nelly>.

For more information, please contact:

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About Nelly Group

Nelly Group operates nelly.com which is one of the Nordic region's strongest fashion brands for young women and nlyman.com. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a high degree of fashion and digital marketing. The company has 0.9 million customers and sales of SEK 1.0 billion per year. The group was previously called Qliro Group. Nelly Groups is listed on Nasdaq Stockholm in the small-cap segment with the ticker "NELLY".

Attachments

[Nelly Group informs that Rite Ventures has passed the threshold for a mandatory offer](#)

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