

PRESS RELEASE

19 November 2024 12:00:00 CET

Notice of Extraordinary General Meeting

The shareholders of Nelly Group AB (publ), reg. no. 556035-6940, ("Nelly") are hereby given notice of an Extraordinary General Meeting to be held on Thursday 12 December 2024 at 09:00 CET at Advokatfirman Cederquist's premises, Hovslagargatan 3, in Stockholm. Registration for the Extraordinary General Meeting will commence at 08:30 CET. Shareholders may also exercise their voting rights at the Extraordinary General Meeting by postal voting in advance in accordance with the Articles of Association.

The notice, including the Board's complete proposals, is attached to this press release. The notice is also available on Nelly's website www.nellygroup.com.

Participation

Shareholders who wish to participate in the Extraordinary General Meeting must be recorded as a shareholder in the presentation of the share register prepared by Euroclear Sweden AB concerning the circumstances as of Wednesday 4 December 2024 and give notice of participation no later than by Friday 6 December 2024.

To be entitled to participate in the Extraordinary General Meeting, shareholders whose shares are registered in the names of nominees must, in addition to giving notice of participation, re-register such shares in their own name so that the shareholder is recorded in the presentation of the share register as of Wednesday 4 December 2024. Such re-registration may be temporary (voting rights registration) and can be requested from the nominee in accordance with the nominee's procedures in such time in advance as the nominee determines. Voting rights registrations effected by the nominee no later than by Friday 6 December 2024 will be considered in the presentation of the share register.

Participation at the meeting venue

Shareholders who wish to attend the meeting venue in person or by proxy shall give notice of participation to Nelly no later than by Friday 6 December 2024. Notification can be made on Nelly's website www.nellygroup.com, by e-mail to info@computershare.se, by telephone to +46 771-246 400 or by post to Computershare AB, "Nelly's EGM 2024", Gustav III:s Boulevard 34, 169 73 Solna, Sweden. Shareholders shall in their notice state their name, personal identification number or company registration number, address, phone number and advisors, if applicable. If the shareholder is represented by proxy at the meeting venue,

Nelly Group AB

Corporate Domicile Borås
Corp. Reg. No. 556035-6940
www.nelly.com

Visiting address

Lundbygatan 1, 506 30 Borås

Postal address

Box 690, 501 13 Borås

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a written and dated power of attorney, and registration certificate or a corresponding authorisation document for a legal entity, should be sent to the address above well before the Extraordinary General Meeting. A template proxy form is available on Nelly's website www.nellygroup.com.

Participation by postal voting

Shareholders who wish to participate in the Extraordinary General Meeting by postal voting must give notice of participation by casting their postal vote so that it is received by Computershare AB no later than by Friday 6 December 2024. A special form shall be used for postal voting. The postal voting form is available on Nelly's website www.nellygroup.com. The postal voting form can be submitted either by e-mail to info@computershare.se or by post to Computershare AB, "Nelly's EGM 2024", Gustav III:s Boulevard 34, 169 73 Solna, Sweden. Shareholders may also cast their postal votes digitally through BankID verification via a link that can be found on Nelly's website www.nellygroup.com. If the shareholder postal votes by proxy, a written and dated a power of attorney shall be enclosed with the form. A template proxy form is available on Nelly's website www.nellygroup.com. If the shareholder is a legal entity, a registration certificate or corresponding authorisation document shall be enclosed with the postal voting form. Further instructions can be found on the postal voting form.

Proposed agenda

1. Opening of the Extraordinary General Meeting.
2. Election of Chair of the Extraordinary General Meeting.
3. Preparation and approval of the voting list.
4. Approval of the agenda.
5. Election of one or two persons to check and verify the minutes.
6. Determination of whether the Extraordinary General Meeting has been duly convened.
7. Resolution on dividend and record date.
8. Resolution on:
 - (a) adoption of a share program for senior executives in Nelly; and
 - (b) directed new issue of ordinary shares.
9. Closing of the Extraordinary General Meeting.

For more information, please contact:

Helena Karlinder-Östlundh, CEO
+ 46 70 300 92 11
ir@nelly.com

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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 1.1 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

Notice of Extraordinary General Meeting
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