

PRESS RELEASE

05 August 2026 08:00:00 CEST

Helena Karlinder-Östlundh steps down as CEO of Nelly Group

Nelly Group AB (publ) ("Nelly") today announced that Helena Karlinder-Östlundh has informed the Board of Directors of her decision to resign as CEO of Nelly to take on a new role outside the company. She will remain in the role until a new CEO takes up the position, but will step down by 5 February 2027 at the latest. The Board will begin the search for a new CEO immediately.

Helena Karlinder-Östlundh has led Nelly Group since January 2023, initially as acting CEO and, from September 2023, as permanent CEO. Under her leadership, the company has undergone a transformation, strengthening profitability and laying the foundations for long-term, sustainable growth, with a clearer positioning, a more curated assortment strategy and a tighter operating model.

"Helena has done an outstanding job during her time as CEO of Nelly. Through her commitment, her clear leadership and her real ability to bring people together, she has made a significant contribution to the company's development, built a highly capable team and fostered a close and trusting relationship with the organisation, the owners and the Board alike. I have personally valued working with Helena a great deal, and both personally and in my capacity as Chair of the Board, I would like to extend my warm and sincere thanks for her important contribution and to wish her every success in the future." says Ebba Ljungerud, Chair of the Board of Nelly Group.

"I am deeply grateful and happy to have been part of Nelly's transformation journey. Ever since I joined the business, I have been truly impressed by the team's creativity, commitment and resilience. I would also like to thank the Board and our major shareholders for their trust and support along the way. While I remain in the role, I will be fully focused on Nelly's success, and after that I will continue to follow the progress of this remarkable company with great interest." says Helena Karlinder-Östlundh.

For further information, please contact:

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About Nelly Group

Nelly is one of the best-loved fashion destinations for young women in the Nordic region. The strength of our offer lies in the combination of our own NELLY brand and carefully selected external brands. Since our launch in 2004, our passion for fashion and products that engage our customers has enabled us to establish a leading position on our core markets as a pioneer in digital direct sales. The company has one million customers in the Nordics online and sales of SEK 1.3 billion per year. Nelly's first physical Flagship Store opened on Drottninggatan in Stockholm in 2023, and we opened our doors on Strøget in Copenhagen in 2025. The group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the mid-cap segment with the ticker "NELLY".

This information is information that Nelly Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-08-05 08:00 CEST.

Attachments

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