

Allerød, 19 August 2025

## Major shareholder announcement

Pursuant to section 30 of the Danish Capital Markets Act, notice is hereby given that BI Asset Management Fondsmæglerselskap A/S on 19 August 2025 informed Matas A/S that BI Asset Management Fondsmæglerselskap A/S effective 18 August 2025 holds 1,904,173 voting rights, corresponding to 4.97% of the voting rights of Matas A/S (previously 5.01%). BI Asset Management funds and investments associations holds an aggregated 1,904,173 shares, corresponding to 4.97% of the total shares (previously 5.01%).

### **For further information, please contact:**

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### **About Matas Group**

Matas Group is the Nordic leader in beauty and wellbeing, consisting of the banners Matas and KICKS. With almost 500 stores and leading web shops across Denmark, Sweden, Norway, and Finland, we are the leading omnichannel player offering a curated portfolio of third-party brands, own brands and an emphasis on personal and expert advisory and service excellence. We have more than 6 million loyalty members across the Nordics. Matas Group is listed on Nasdaq OMX Copenhagen.

*This information is information which Matas A/S is obliged to make public pursuant to the Danish Capital Markets Act. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-08-19 14:30 CEST.*