

Major shareholder announcement

Pursuant to section 30 of the Danish Capital Markets Act, notice is hereby given that Arbejdmarkedets Tillægspension (ATP) on 31 August 2026 informed Matas A/S that Arbejdmarkedets Tillægspension effective 31 August 2026 holds more than 10% of the share capital and voting rights of Matas A/S.

Arbejdmarkedets Tillægspension disclosed total aggregated holding of 4,100,000 shares, corresponding to 10.94% of the total share capital and voting rights in Matas A/S.

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 around 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 around 6 million loyalty members across the Nordics. Matas Group is listed on Nasdaq OMX Copenhagen.