

## PRESS RELEASE

30 June 2025 08:00:00 CEST

## Increased number of shares and votes in Nelly

The number of shares and votes in Nelly Group AB (publ) ("Nelly") has, during June 2025, increased with 47,950 due to the directed new share issue, which was a part of one of the share programs adopted by the annual general meeting held on 23 May 2025. A total of 47,950 ordinary shares were subscribed for and allotted in the new share issue, in accordance with the terms and conditions of the share program.

As of today, 30 June 2025, there are in total 30,542,782 shares and votes in the company, of which 30,074,075 ordinary shares and 468,707 shares of Class C. Nelly holds 42,747 ordinary shares and 468,707 shares of Class C in treasury.

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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".

*This information is information that Nelly Group is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication at 2025-06-30 08:00 CEST.*

### Attachments

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