

Kjell Group's Nomination Committee for the 2027 Annual General Meeting

Kjell Group AB's (publ) ("Kjell Group" or the "Company") Nomination Committee for the Annual General Meeting shall consist of representatives from the four largest shareholders in terms of votes as of the last bank day of August each year. The Nomination Committee's main goal and responsibility is to provide proposals for election and remuneration for the Chairman and members of the Board, as well as auditors, for the 2027 Annual General Meeting. In accordance with the principles for the appointment of the Nomination Committee and the instructions for the Nomination Committee adopted at the 2026 Annual General Meeting, the four largest shareholders shall be offered to appoint one representative each to the Nomination Committee.

On August 31, 2026, the four largest shareholders in Kjell Group were Göran Westerberg (12.02 percent of votes), Cervantes Capital (11.77 percent of votes), Jofam AB (10.32 percent of votes) and Familjen Eklund (10.13 percent of votes). The four owners who are represented in the Nomination Committee hold a total of 44.24 percent of votes in the company. They have appointed the following representatives to the Nomination Committee:

- Göran Westerberg, representing himself
- David Zaudy, appointed by Cervantes Capital
- Bo Börtemark, appointed by Jofam AB
- Joel Eklund, appointed by Familjen Eklund

The above calculation is based on 95,336,699 shares. Kjell Group's Annual General Meeting for the financial year 1 January 2026 – 31 December 2026 will take place on May 19, 2027. For the Nomination Committee to be able to consider submitted proposals with requisite diligence, proposals should be submitted by March 10, 2027. The Nomination Committee's proposal will be presented in the notice to the 2027 Annual General Meeting and on the company's website.

The shareholders in Kjell Group are invited to submit proposals to the Nomination Committee via email to nominationcommittee@kjell.com or by mail to Kjell Group AB (publ), Attn: Valberedningen, Box 50435, 202 14 Malmö, Sweden.

Certified adviser

FNCA Sweden AB is the company's certified adviser.

Contacts Kjell Group

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About Us

Kjell Group offers one of the most comprehensive assortment of electronic accessories on the market. The company operates online in Sweden, Norway, and Denmark, as well as through 148 service points, including 117 in Sweden and 31 in Norway. Headquartered in Malmö, the company generated SEK 2.4 billion in revenue in 2025.

With Kjell & Company's customer club, which boasts over 3 million members, and its Danish subsidiary AV-Cables, the Group has a unique understanding of people's technology needs. Approximately 1,250 employees work every day to improve lives through technology.

Learn more at kjell.com or kjellgroup.com

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Attachments

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