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Kjell Group publishes prospectus regarding the rights issue

Publication of prospectus

The prospectus regarding the fully underwritten rights issue in Kjell Group AB (publ) ("**Kjell Group**" or the "**Company**") of approximately SEK 199.1 million, which was resolved by Kjell Group's Board of Directors on 19 February 2025 and approved by the Extraordinary General Meeting on 10 March 2025, has today been approved and registered by the Swedish Financial Supervisory Authority. The prospectus is available on the Company's website, www.kjellgroup.com, together with all other information related to the rights issue, as well as Carnegie's website, www.carnegie.se. The prospectus will also be made available on the Swedish Financial Supervisory Authority's website www.fi.se.

Application forms can be obtained from the Company (www.kjellgroup.com) or from Carnegie (www.carnegie.se), from the first day of the subscription period, on 14 March 2025.

Indicative timetable for the Rights Issue

| | |
|---|--------------------------------|
| Trading in subscription rights on Nasdaq First North Growth Market | 14 March 2025–27 March 2025 |
| Subscription period | 14 March 2025–1 April 2025 |
| Trading in paid subscription shares on Nasdaq First North Growth Market (Sw. <i>Betalda tecknade aktier</i>) | 14 March 2025–4 April 2025 |
| Announcement of final outcome of the Rights Issue | 3 April 2025 |

Advisors

Carnegie Investment Bank AB (publ) is financial advisor, Global Coordinator and Sole Bookrunner in connection with the Rights Issue. White & case is legal advisor in connection with the Rights Issue.

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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 145 service points, including 114 in Sweden and 31 in Norway. Headquartered in Malmö, the company generated SEK 2.6 billion in revenue in 2024.

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 1,350 employees work every day to improve lives through technology.

Learn more at kjell.com or kjellgroup.com

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The information was submitted for publication, through the agency of the contact persons above, at 09:05 CET on 13 March 2025.

IMPORTANT INFORMATION

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None of the securities referred to herein have been or will be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), or the securities laws of any state or other jurisdiction in the United States, and may not be offered, pledged, sold, delivered or otherwise transferred, directly or indirectly, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in compliance with applicable other securities laws. There will not be any public offering of any of the securities in the United States.

In the United Kingdom, this press release is directed only at, and communicated only to, persons who are qualified investors within the meaning of article 2(e) of the Prospectus Regulation (2017/1129) of the European Parliament and of the Council of 14 June 2017 as it forms part of domestic law in the United Kingdom by virtue of the European Union (Withdrawal) Act 2018 who are (i) persons who fall within the definition of "investment professional" in article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "Order"), or (ii) persons who fall within article 49(2)(a) to (d) of the Order, or (iii) persons to whom it may otherwise be lawfully communicated (all such persons referred to in (i), (ii) and (iii) above together being referred to as "Relevant Persons"). This press release must not be acted on or relied on by persons in the UK who are not Relevant Persons.

The press release is for informational purposes only and does not constitute an offer to sell or issue, or the solicitation of an offer to buy or acquire, or subscribe for, any of the securities mentioned herein (collectively, the "Securities") or any other financial instruments in Kjell Group AB (publ). Any offer in respect of any of the Securities will only be made through the prospectus that Kjell Group AB (publ) expects to publish in due course. Offers will not be made to, and application forms will not be approved from, subscribers (including shareholders), or persons acting on behalf of subscribers, in any jurisdiction where applications for such subscription would contravene applicable laws or regulations, or would require additional prospectuses, filings, or other measures in addition to those required under Swedish law. Measures in violation of the restrictions may constitute a breach of relevant securities laws.

Carnegie Investment Bank AB (publ) is acting for Kjell Group AB (publ) in connection with the Rights Issue and no one else and will not be responsible to anyone other than Kjell Group AB (publ) for providing the protections afforded to its clients nor for giving advice in relation to the transaction or any other matter referred to herein.

This press release contains forward-looking statements that reflect Kjell Group AB (publ)'s current view of future events as well as financial and operational development. Words such as "intend", "assess", "expect", "may", "plan", "estimate" and other expressions involving indications or predictions regarding future development or trends, not based on historical facts, identify forward-looking statements and reflect Kjell Group AB (publ)'s beliefs and expectations and involve a number of risks, uncertainties and assumptions which could cause actual events and performance to differ materially from any expected future events or performance expressed or implied by the forward-looking statement. The information contained in this press release is subject to change without notice and, except as required by applicable law, Kjell Group AB (publ) does not assume any responsibility or obligation to update publicly or review any of the forward-looking statements contained in it and nor does it intend to. You should not place undue reliance on forward-looking statements, which speak only as of the date of this press release. As a result of these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements as a prediction of actual future events or otherwise.

This announcement does not constitute an investment recommendation. The price and value of securities and any income from them can go down as well as up and you could lose your entire investment. Past performance is not a guide to future performance. Information in this announcement cannot be relied upon as a guide to future performance.

The securities mentioned in this press release have not been registered and will not be registered under any applicable securities law in Australia, Hong Kong, Japan, Canada, New Zealand, South Africa or Switzerland and may, with certain exceptions, not be offered or sold within, or on behalf of a person or for the benefit of a person who is registered in, these countries. The Company has not made an offer to the public in to subscribe for or acquire the securities mentioned in this press release other than in Sweden.

In the EEA Member States, with the exception of Sweden, (each such EEA Member State, a "Relevant State"), this press release and the information contained herein are intended only for and directed to qualified investors as defined in Article 2 (e) of Regulation (EU) 2017/1129 of the European Parliament and of the Council of 14 June 2017 (the "Prospectus Regulation"). The securities mentioned in this press release are not intended to be offered to the public in any Relevant State and are only available to qualified investors except in accordance with exceptions in the Prospectus Regulation. Persons in any Relevant State who are not qualified investors should not take any actions based on this press release, nor rely on it.

Attachments

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