

PRESS RELEASE

01 March 2021 12:00:00 CET

Nelly strengthens the management team with Stefan Svensson as Chief Operations Officer

Press release 1 March 2021

Nelly Group AB (“Nelly”) strengthens the management team with Stefan Svensson as Chief Operations Officer. Stefan has extensive experience of logistics development and has, among other things, had a similar role within NetOnNet.

“Nelly is raising the bar for our value chain. This year we gather our entire organization in Borås and move the logistics to our new automated warehouse. Our 1.1 million customers make 2.6 million purchases per year in the Nordic region. This places great demands on logistics and I am glad that Stefan Svensson has chosen to come to us to pursue our change agenda. We will continue to work for high inventory turnover, sustainable value chain, efficient logistics and fast and precise deliveries,” says Kristina Lukes, CEO of Nelly.

“Nelly is a uniquely strong brand towards a demanding and attractive target group. There is potential to develop the company's entire value chain and I am excited to increase efficiency with a new automated warehouse together with the team,” says Stefan Svensson, incoming COO at Nelly.

Stefan will take office during the summer 2021. He has solid experience of logistics in e-commerce and fast-moving consumer products. Since 2015, he has been responsible for developing the logistics within NetOnNet as head of logistics. Prior to that, he was head of logistics and IT at Focus Nordic AB for five years. He also has experience in logistics within, among others, ProFlow AB. Stefan has a bachelor's degree and a master's degree in logistics from Borås University.

For more information

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About Nelly Group

Nelly is one of the Nordic countries' strongest fashion brands for young women. The core of the business is its own brand, combined with digital sales direct to our target market. Nelly has attracted a very enthusiastic target audience through cutting-edge fashion and digital marketing. The company has 1.1 million customers in the Nordic region and net sales of SEK 1.4 billion per year. Nelly Group was previously known as Qliro Group. Nelly Group's shares are listed on the Nasdaq Stockholm Small Cap segment under the ticker symbol NELLY.

Nelly Group AB

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Attachments

Nelly strengthens the management team with Stefan Svensson as Chief Operations Officer