

## Trading in Rebelle's shares begins today on Nasdaq First North Growth Market while receiving Nasdaq's Green Equity Designation

**Rebelle AB (publ) today announces that the company will become first company to receive a Nasdaq Green Equity Designation in connection to the shares starts being traded today on the Nasdaq First North Growth Market under the ticker symbol BELLE. The evaluation of Rebelle to receive the Nasdaq Green Equity Designation, which was performed by CICERO Shades of Green, shows that all of Rebelle's revenues, operating costs, and capital expenditures in 2020 are considered green.**

The listing on First North was preceded by a new share issue. The subscription period ran from 15 February to 22 February 2022. The new issue was fully subscribed and a total of approximately SEK 200 million has been raised.

"Being able to list Rebelle within these times, has not been easy but it is a confirmation that our sustainable business model of extending the product lifecycle and thus reducing the environmental impact is of great interest to investors. This is also validated by us being the first "Green IPO" in the Nasdaq global system. Today marks an important step for us and Rebelle's future growth strategy," said Cécile Wickmann, founder and CCO of Rebelle.

The Nasdaq approved reviewer, CICERO Green, assessed whether Rebelle met the requirements for Nasdaq Green Equity Designation set out in the Nasdaq Green Equity Principles, and considered Rebelle's marketplace and services to support the low-carbon future by extending the lifespan of items, resulting in avoided waste, emissions, and environmental pollution from the production of new items. CICERO Green is encouraged by the example Rebelle has established on how circular economy principles can be applied.

"As part of Nasdaq's ESG commitment and based on the growing demand for transparency, we launched the Nasdaq Green Equity Designations to support companies with green market models and strategies. We are pleased that Rebelle is the first IPO within our global system to receive the Nasdaq Green Equity Designation in conjunction with the listing, supporting the company's visibility towards green investors," said Adam Kostyál, Head of European Listings, Nasdaq

### **Advisers**

Vator Securities was Sole Global Coordinator and Sole Bookrunner. Gernandt & Danielsson Advokatbyrå KB was legal advisor to Rebelle as to Swedish law and Noerr Partnerschaftsgesellschaft mbB was legal advisor to Rebelle as to German law. Vator Securities is the Company's certified adviser and can be contacted at [ca@vatorsec.se](mailto:ca@vatorsec.se) or +46 8 580 065 99.

## **About Nasdaq Green Equity Designation**

The Nasdaq Green Equity Designation was launched in June 2021 and is a voluntary designation for companies that want to increase visibility around their green business models and strategies. The aim of exchange operator Nasdaq's new green designation is to offer increased visibility toward investors looking for sustainable investments. Nasdaq Green Equity Designation is aimed at companies where over 50% of sales are generated by activities considered to be green, and whose investments are predominantly in green activities. Sales from fossil fuels must amount to less than five per cent. As of today there are four companies on Nasdaq's main markets with a Green. Designation and one other company on the Nasdaq First North market.

## **For further information, please contact:**

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## **About Rebelle**

Rebelle operates the European online marketplace Rebelle.com for selling and buying luxury second hand fashion items and accessories. Rebelle takes control of the entire sales process, thereby physically verifying the authenticity and quality of products sold to consumers and assuming all payment processes and the shipments to buyers. Based on this capital-light "managed marketplace" model, Rebelle aims to deliver a superior selling and buying experience to its customers. Rebelle is offering products from the world's most sought after fashion brands, such as Louis Vuitton, Chanel, Gucci, Hermès and Prada while increasing customers awareness of sustainability and circularity within the fashion industry. Rebelle offers more than 200,000 products to, and listed by, customers throughout Europe with focus on the EU.

## **Attachments**

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