

**15 May 2024 17:30:00 CEST**

## **Go North announces relevant record date for issuance of convertible bonds**

Pursuant to the written procedure in relation to Go North's outstanding senior secured bonds with ISINs NO0012829847 (SEK Tranche) and NO0012829854 (USD Tranche) (the "Senior Bonds") that was successfully completed on 16 February 2024 (the "Written Procedure"), holders of Senior Bonds ("Bondholders") shall receive a consent fee (the "Consent Fee") that shall be mandatorily used by each such Bondholder as set-off payment for newly issued convertible bonds in the Issuer (by way of directed issue to such Bondholders), ultimately representing a 20% equity stake in Go North (the "Convertibles").

In order for the relevant Bondholders to be able to receive the Consent Fee, and in turn the Convertibles, such Bondholder must make themselves known by giving notice to Intertrust (Sweden) AB (the "**Agent**") that it wishes to receive the Consent Fee, and, in turn, the Convertibles, including information on such Bondholder's custody account or VP-account (as applicable) (a "**Notice**"). Go North hereby announces that the relevant record date to receive the Consent Fee is 5 March 2024. Allotment of the Convertibles to Bondholders who have given a Notice up to and including 22 May 2024 is expected on or around 23 May 2024 and the Convertibles will be delivered to the relevant Bondholders as soon as the Convertibles have been registered with the Swedish Companies Registration Office, which is expected to occur on or around 31 May 2024.

Bondholders are strongly encouraged to give a Notice to the Agent with the requested information prior to 22 May 2024 in order to receive Convertibles in connection with the first registration. Proof of ownership of the relevant Senior Bonds is also required to be provided to be eligible to receive the Consent Fee. Allotment of any Convertibles to Bondholders who have given Notice following 22 May 2024 will occur as soon as possible after the Last Notice Date (as defined below) and thereafter the Convertibles will be delivered to the relevant Bondholders as soon as such Convertibles have been registered with the Swedish Companies Registration Office.

If the Agent has not received a Notice from the relevant Bondholders prior to 17:00 CEST 13 June 2024 (the "**Last Notice Date**"), such Bondholder(s) will not be entitled to receive the Consent Fee and, in turn, the Convertibles.

### **Contact details to the Agent:**

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Attention: Norea Marklund  
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**For more information, please contact:**

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**About Go North:**

Go North Group AB has in under two years built a portfolio of 34 Amazon FBA brands, covering a broad range of categories including children, pets, sports, and kitchen supplies. With a strong focus on technology and data, Go North remains committed to its processes and making informed, data-driven decisions to drive sustainable and scalable profit growth across its business, with the vision of becoming the world's leading Amazon FBA operator.

**Attachments**

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**Johan Hallenby**

CEO/Founder  
Go North



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