

PRESS RELEASE

28 September 2023 08:40:00 CEST

Nelly Group appoints Helena Karlinder-Östlundh as permanent CEO

The Board of Directors of Nelly Group AB (publ) ("Nelly") has today resolved to appoint Helena Karlinder-Östlundh as permanent CEO. She has been acting CEO since 16 January 2023 and will assume her permanent role immediately.

Helena Karlinder-Östlundh has worked with human resources and organisational development since 2005, including as a consultant at McKinsey & Company in the UK and as Chief People Officer at MECCA Brands in Australia. Helena has been acting CEO of Nelly during the period 13 June – 21 August 2022 and since 16 January 2023. She holds a Master of Science in organisational psychology from the London School of Economics and Political Science.

"I am very pleased to announce that Helena Karlinder-Östlundh has agreed to continue in her role as CEO of Nelly on a permanent basis. Her commitment and leadership skills are of fantastic value to Nelly as a company, as well as to our personnel and customers. I look forward to continuing our close cooperation", says the Chair of the Board Ebba Ljungerud.

"I am delighted to have been given the opportunity to continue working on Nelly's transformation journey. We have an incredibly competent and dedicated team, and together we have already achieved many important improvements, not least in our customer offering, working methods and cost base. I am very excited to be entrusted with continuing to lead Nelly and the ongoing transformation process", says Helena Karlinder-Östlundh.

For more information, please contact:

Ebba Ljungerud, Chairman of the Board
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About Nelly Group

Nelly Group operates nelly.com which is one of the Nordic region's strongest fashion brands for young women and nlyman.com. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a high degree of fashion and digital marketing. The company has 1.1 million customers and sales of SEK 1.2 billion per year. The group was previously called Qliro Group. Nelly Groups is listed on Nasdaq Stockholm in the small-cap segment with the ticker "NELLY".

Nelly Group AB

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Attachments

Nelly Group appoints Helena Karlinder-Östlundh as permanent CEO