

PRESS RELEASE

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John Afzelius leaves his position as CFO at Nelly

John Afzelius, Chief Financial Officer at Nelly Group AB (publ) ("Nelly") has today at his own request chosen to resign. John will continue in his role as CFO during his notice period of six months. The search for a replacement will commence immediately.

"The rest of the management team and the Board of Directors would like to express their gratitude to John Afzelius for his contribution and achievements during his time at Nelly", says Helena Karlinder-Östlundh, acting CEO of Nelly.

"During my years at Nelly, the company has gone from being a subsidiary in a larger group of companies to a standalone public company, listed on the Stockholm stock exchange, with its operations concentrated in Borås and with an efficient automated warehouse. I am convinced that Nelly's fantastic employees will take the company to the next level", says John Afzelius.

For more information, please contact:
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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 1.3 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".

Attachments

[John Afzelius leaves his position as CFO at Nelly](#)