

PRESS RELEASE

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Niklas Lingblom assumes role of CFO at Nelly

On 15 September 2023, Nelly Group AB ("Nelly") announced that Niklas Lingblom had been appointed as the new CFO. Niklas Lingblom has now taken up his new position, replacing Ola Wahlström, who has been interim CFO of Nelly since November 2022.

Niklas Lingblom comes most recently from the role of CFO at Inet AB and has previously been Finance Manager at PowerCell Sweden AB and Financial Controller at Exertis CapTech AB. He started his career at EY where he held the role of Senior Auditor. Niklas holds a degree from the School of Business, Economics and Law at the University of Gothenburg.

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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 million customers and sales of SEK 1.1 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

[Niklas Lingblom assumes role of CFO at Nelly](#)

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