

## PRESS RELEASE

22 June 2022 12:15:00 CEST

## Nelly Group appoints Ludvig Anderberg as new CEO

The Board of Nelly Group AB (publ) has today appointed Ludvig Anderberg as new CEO. Ludvig Anderberg succeeds Helena Karlinder-Östlundh, acting CEO since 13 June 2022. Ludvig will assume the position no later than 22 August 2022.

Ludvig Anderberg has extensive and relevant experience in fast-moving consumer products and online fashion. He most recently held the position as CEO of Mat.se and prior to that he was CFO and COO at Revolution Race. From 2015 to 2018, he held several senior positions at Nelly, including CFO and acting CEO.

"I welcome Ludvig Anderberg back to Nelly Group. He has the right background and experience to drive Nelly's transformation towards profitability", says the Chairman of the Board Mathias Pedersen.

"I am excited to return working with Nelly, one of the Nordic region's strongest fashion brands for young women. The company has taken several important steps such as renewed logistics and the concentration of all employees in Borås. We will now continue to work with the brand and streamlining the processes", says Ludvig Anderberg.

Helena Karlinder-Östlundh will remain acting CEO of Nelly Group until Ludvig Anderberg assumes the position as CEO no later than 22 August 2022.

### For more information, please contact:

Mathias Pedersen, Chairman of the Board  
+ 46 70 911 77 31  
ir@nelly.com

### About Nelly Group

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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 1.2 million customers and sales of SEK 1.4 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

Corporate Domicile Borås  
Corp. Reg. No. 556035-6940

[www.nelly.com](http://www.nelly.com)

### Visiting address

Lundbygatan 1, 506 30 Borås

### Postal address

Box 690, 501 13 Borås

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*This information is information that Nelly Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-06-22 12:15 CEST.*

## Attachments

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**Nelly Group appoints Ludvig Anderberg as new CEO**