

PRESS RELEASE

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Nelly Group appoints Ola Wahlström as interim CFO

Nelly Group AB (publ) ("Nelly") has today appointed Ola Wahlström as interim CFO. He succeeds John Afzelius who, as previously communicated, resigned from the position as CFO earlier in the year.

Ola Wahlström most recently held the position of COO at Stampen Media and has previous experience as CFO for MQ and Financial Manager for Lindex Sweden. Ola holds a Master of Science in Engineering from Linköping's university.

Ola will assume his new position on the 1st of November and John Afzelius will continue to work alongside him to complete the handover during the fourth quarter. The search for a new CFO for Nelly will continue.

For more information, please contact:

Ludvig Anderberg, VD

+ 46 70 080 77 16

ir@nelly.com

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

Nelly Group appoints Ola Wahlström as interim CFO

Nelly Group AB

Corporate Domicile Borås

Corp. Reg. No. 556035-6940

www.nelly.com

Visiting address

Lundbygatan 1, 506 30 Borås

Postal address

Box 690, 501 13 Borås