

PRESS RELEASE

17 March 2023 14:10:00 CET

Publication of prospectus relating to Nelly's rights issue

The prospectus regarding Nelly Group AB's (publ) ("Nelly") rights issue has today on 17 March 2023 been approved and registered by the Swedish Financial Supervisory Authority.

The prospectus is available on Nelly's website, www.nellygroup.com, as well as on Avanza's website for current offerings, www.avanza.se/borsintroduktioner-emissioner.html and will be made available on the Swedish Financial Supervisory Authority's website www.fi.se.

Advisers

Avanza Bank is acting as financial adviser and Advokatfirman Cederquist is legal adviser to Nelly in connection with the rights issue.

For further information please contact:

Helena Karlinder-Östlundh, acting CEO
ir@nelly.com

About Nelly Group

Nelly Group operates nelly.com and nlyman.com and has one of the Nordic region's strongest fashion brands for young women. The core of the business is our own brand in combination with digital sales directly to our target group. Nelly creates a strong sense of commitment through a high degree of fashion and digital marketing. The company has 1.1 million customers with sales of SEK 1.3 billion per year. The group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the small-cap segment with the ticker "NELLY".

IMPORTANT INFORMATION

This press release does not contain or constitute an offer to subscribe, acquire or otherwise trade in shares, subscription rights or other securities in Nelly. Invitation to the persons concerned to subscribe for shares in Nelly will only be made by means of the prospectus that Nelly publishes today. The prospectus contains, among other things, risk factors, financial information as well as information regarding the company's Board. This press release has not been approved by any regulatory authority and is not a prospectus and accordingly, investors should not subscribe for or purchase any securities referred to in this press release except on the basis of information contained in the prospectus.

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

PRESS RELEASE

17 March 2023 14:10:00 CET

This press release may not be released, published or distributed, directly or indirectly, in or into the United States, Australia, Canada, Hong Kong, Singapore, South Africa or any other jurisdiction where participation in the rights issue would require additional prospectuses, registration or measures besides those required under Swedish law. Nor may this press release be distributed in or into such countries or any other country or jurisdiction in which distribution requires such measures or otherwise would be in conflict with applicable regulations. Any failure to comply with the restrictions described may result in a violation of applicable securities regulations.

No subscription rights, paid subscription shares (Sw. Betalda tecknade aktier) or shares issued by Nelly have been, or will be, registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or the securities legislation of any state or other jurisdiction of the United States and no subscription rights, paid subscription shares or shares may be offered, subscribed for, exercised, pledged, granted, sold, resold, delivered or otherwise transferred, directly or indirectly, in or into the United States, other than according to applicable exceptions from, or in a transaction not subject to, the registration requirements of the Securities Act, and in accordance with securities laws in the state or other jurisdiction in question in the United States. There will be no public offering of such securities in the United States. The securities referred to herein have not been approved or disapproved by the U.S. Securities and Exchange Commission (SEC), any state securities commission or other regulatory authority in the United States, nor have any of the foregoing authorities passed upon or endorsed the merits of the rights issue or the accuracy or adequacy of this announcement. Any representation to the contrary is a criminal offence in the United States.

Attachments

Publication of prospectus relating to Nelly's rights issue

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