NELLY

PRESS RELEASE
28 September 2026 18:00:00 CEST

Repurchases of ordinary shares in Nelly Group during week 39, 2026

During the period 21 September 2026 – 25 September 2026, Nelly Group AB (LEI code 549300TY1ZF7FQEF0552) has repurchased in total 105,000 own ordinary shares (ISIN: SE0000114837) as part of the repurchase programme initiated by the Board of Directors in order to optimise the company's capital structure. The repurchases, which commenced on 17 August 2026, are hereby completed as a total of 836,000 ordinary shares have been repurchased for a total amount of MSEK 30.

The repurchases has been carried out in accordance with the Market Abuse Regulation (EU) No 596/2014 ("**MAR**") and the European Commission's Delegated Regulation (EU) No 2016/1052 (the "**Safe Harbour Regulation**").

The purpose of the repurchase programme is to deliver long-term shareholder value and total return to the shareholders. The intent is that the repurchased shares will be cancelled through a reduction of Nelly Group's share capital by resolution of the next Annual General Meeting.

Ordinary shares in Nelly Group have been repurchased (in SEK) as follows:

Date	Aggregated daily volume (number of shares)	Weighted average share price per day (SEK)	Total daily transaction value (SEK)
2026-09-21	26,000	35.0790	912,054
2026-09-22	26,000	34.8301	905,583
2026-09-23	25,000	34.8488	871,220
2026-09-24	24,000	34.4500	826,800
2026-09-25	4,000	32.3796	129,518

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All acquisitions have been carried out on Nasdaq Stockholm by Danske Bank A/S, Danmark, Sverige Filial on behalf of Nelly Group. Following the above acquisitions, Nelly Group's holding of own shares as of 25 September 2026 amounts to 878,747 ordinary shares and 437,989 shares of Class C. The total number of shares in Nelly Group on the date of this press release amounts to 30,567,388, of which 30,129,399 are ordinary shares and 437,989 are shares of Class C.

A full breakdown of the transactions pursuant to article 5.3 of MAR and article 2.3 of the Safe Harbour Regulation is attached to this announcement.

For more information, please contact:

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About Nelly Group

Nelly is one of the best-loved fashion destinations for young women in the Nordic region. The strength of our offer lies in the combination of our own NELLY brand and carefully selected external brands. Since our launch in 2004, our passion for fashion and products that engage our customers has enabled us to establish a leading position on our core markets as a pioneer in digital direct sales. The company has one million customers in the Nordics online and sales of SEK 1.3 billion per year. Nelly's first physical Flagship Store opened on Drottninggatan in Stockholm in 2023, and we opened our doors on Strøget in Copenhagen in 2025. The group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the mid-cap segment with the ticker "NELLY".

Attachments

Repurchases of ordinary shares in Nelly Group during week 39, 2026
Nelly Group AB Weekly Report Week 39