

EMBELLENCE GROUP STRENGTHENS THE GROUP WITH TWO STRATEGIC RECRUITMENTS

To further accelerate the Group's development and growth, Embellence Group AB (publ) makes two important recruitments that will reinforce both our digital expertise and the commercial strength of our Brands.

We are pleased to welcome Kajsa Hjelm as the new Head of E-commerce at Embellence Group AB. This newly established role is aimed at driving and developing the Group's overall e-commerce business for all brands within the Group. Kajsa brings extensive experience in e-commerce from companies such as Nelly and NetOnNet, and most recently held the position of Marketing & E-commerce Director at Gina Tricot. She will join us in mid-September.

"I am truly excited to become part of the Group and to contribute to the development of the e-commerce business together with the teams in our different Brands. We all agree that there is great potential to create value through collaboration and innovation, and I am thrilled to be part of driving this exciting journey ahead," says Kajsa Hjelm.

At the same time, we are strengthening our commercial focus in the Pappelina brand entity with the recruitment of a new Managing Director, Henrik Andersson, who will start his position in mid-August. Henrik brings a strong customer focus and commercial drive combined with broad, international experience in sales, business development and leadership. He has held several senior management positions as CEO, most recently as CEO of Northbaze Group AB.

With his background, Henrik will play a central role in further developing Pappelinas position in the market – by strengthening sales in existing markets and driving international expansion.

"Pappelina is a strong brand with great potential for further growth – both in Sweden and internationally. I am truly looking forward to working with the team to take the company into its next phase and to develop both the business and the customer experience," says Henrik Andersson, next Managing Director of Pappelina.

These recruitments represent an important step in Embellence Groups strategy to further strengthen the Group's competitiveness and create the conditions for continued growth in both existing and new markets. Both roles will be part of Embellence Groups executive management team.

"With recruitments of Henrik and Kajsa, we are strengthening both our digital capabilities and our commercial drive across the Group. It is both inspiring and exciting to welcome them on board for this journey," says Johan Andgren, CEO of Embellence Group AB.

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About Embellence Group

Embellence Group, founded in 1905, is a leading European company in interior decoration with a focus on premium brands in the wallpaper segment, complimented by other color and pattern driven interior decoration such as textiles and rugs. Our products are sold in more than 100 markets around the world.

At Embellence Group, we believe that environments affect our thoughts and feelings, whether we are at home, at work or on the go. Our ambition is to impact our surroundings through the power of the unique design that our brands Boråstapeter, Cole & Son, Wall&decò, Pappelina and Artscape offer.

Embellence Group is listed on Nasdaq First North Premier Growth Market. FNCA Sweden AB is appointed Certified Adviser, info@fnca.se.