

## PRESS RELEASE

27 April 2023 19:15:00 CEST

## The Nomination Committee of Nelly proposes Ebba Ljungerud as the new Chair of the Board and two additional new members to the Board

Nelly Group AB (publ), reg. no. 556035-6940, ("Nelly") has today been informed that the Nomination Committee proposes the election of Ebba Ljungerud, Axel Medefelt and Lennart Sparud as new Board members, and that Ebba Ljungerud is elected new Chair of the Board at the Annual General Meeting in May 2023. The Nomination Committee further proposes the re-election of Josephine Salenstedt, Stefan Palm and Daniel Hörnqvist. The Chair of the Board Mathias Pedersen and the Board members Sandra Backlund and Maj-Louise Pizzelli have declined re-election.

Ebba Ljungerud is a Board member of Canucci AB, STAR STABLE ENTERTAINMENT AB and Nordisk Games. She has also been proposed as a new Board member of RugVista Group AB (publ). Previously, she was the CEO of Paradox Interactive AB (publ), a Swedish listed gaming company, and held several leading roles at Kindred Group PLC and Betsson AB (publ). Additionally, she was a Board member of Paradox Interactive AB (publ) and Bingo.com Ltd. Ebba holds a degree in economics from Lund University.

Axel Medefelt is an Investment Manager at Nelly's largest shareholder Rite Ventures, Board member of SoftCo Invest AB and a Board Observer at the listed company Heeros Oyj. Prior to joining Rite Ventures, he served as an Associate Partner at McKinsey & Company in Stockholm and Genève. Axel holds a master's degree in International Business from Stockholm School of Economics and a master's degree in International Management from CEMS.

Lennart Sparud is the CFO at Thunderful Group AB (publ), a group listed at Nasdaq First North Growth Market that develops, publishes and invests in games, as well as a Board member of SETEK Group AB, Havsskatten AB, Spencer Invest AB and in companies within the Thunderful group. He has previously served as a Board member of Alelion Energy Systems AB (publ) and CFO for, among others, Hexatronic Group AB (publ), Salinity Group AB, Vagabond International Aktiebolag and Profura AB. Lennart holds a bachelor's degree in economics and law from Gothenburg University.

The Nomination Committee is of the opinion that the additions of Ebba Ljungerud, Axel Medefelt and Lennart Sparud will strengthen the Board's collective experience and expertise in several areas, in particular within consumer-focused technology, digital platforms as well as financial reporting and experience from Board and executive work in listed companies.

### 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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The Chair of the Nomination Committee, Jonathan Sundqvist, commented: "On behalf of the shareholders, I would like to thank Mathias for the commitment, leadership and energy that he has contributed with, first as CFO and then as CEO for Qliro Group, and later as Chair of the Board and Audit Committee in Nelly. Mathias has been instrumental in the strategic initiatives that have created today's Nelly. I would also like to thank Maj-Louise Pizzelli and Sandra Backlund for their valuable contributions to Nelly."

The Nomination Committee's complete proposals will be included in the notice convening Nelly's Annual General Meeting to be held on 31 May 2023. The Nomination Committee comprises Jonathan Sundqvist, appointed by Rite Ventures, Stefan Palm, appointed by ettfemsju själ AB, and Alexander Antas, appointed by Mandatum Life Insurance Company. Jonathan Sundqvist is the Chair of the Nomination Committee.

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### For more information, please contact:

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Ola Wahlström, interim CFO  
+46 70 002 22 48  
[ir@nelly.com](mailto: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 1.1 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".

*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 2023-04-27 19:15 CEST.*

### Attachments

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**The Nomination Committee of Nelly proposes Ebba Ljungerud as the new Chair of the Board and two additional new members to the Board**

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