

## PRESS RELEASE

13 June 2022 09:00:00 CEST

## Kristina Lukes resigns as CEO of Nelly Group

The Board of Nelly Group AB (publ) has today agreed with the CEO Kristina Lukes that she will resign from her position in the company with immediate effect. The Board has decided to appoint Helena Karlinder-Östlundh, currently Chief People, Communications & Sustainability Officer, as acting CEO. The recruitment process to find a new permanent CEO will commence immediately.

Helena Karlinder-Östlundh has worked with human resources and organisational development since 2005, first as a consultant at McKinsey & Company and most recent as Chief People Officer at MECCA Brands in Australia. Helena holds a Master of Science in organisational psychology from the London School of Economics and Political Science.

“The Board expresses its wholehearted thanks to Kristina Lukes for her contributions and time at the company”, says the Chairman of the Board Mathias Pedersen.

Kristina Lukes will be at the disposal of the Board during her notice period.

### **For more information, please contact:**

Mathias Pedersen, Chairman of the Board

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### **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 1.2 million customers and sales of SEK 1.4 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 2022-06-13 09:00 CEST.*

### **Nelly Group AB**

Corporate Domicile Borås

Corp. Reg. No. 556035-6940

[www.nelly.com](http://www.nelly.com)

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**Attachments**

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