Kjell Group's Nomination Committee for the 2023 Annual General Meeting

Kjell Group AB's (Publ) ("Kjell Group" or the "Company") Nomination Committee for the Annual General Meeting shall consist of representatives from the three largest shareholders as of the last bank day of August each year, as well as the Chairman of the Board who shall convene the nomination committee to its first meeting. The Nomination Committee's main goal and responsibility is to provide proposals for election and remuneration for the Chairman and members of the Board, as well as auditors, for the 2023 Annual General Meeting.

On August 31, 2022, the three largest shareholders in Kjell Group were FSN Capital IV[1] ("FSN") (22.87 percent of votes), Fosielund Holding AB ("Familjen Eklund) (9.63 percent of votes) and Familjen Dahnelius (8.15 percent of votes). The three owners who are represented in the Nomination Committee hold a total of 39.45 percent of votes in the company. They have appointed the following representatives to the Nomination Committee:

- Gustaf von Platen, appointed by FSN (Chairman)
- Joel Eklund, appointed by Familjen Eklund
- Fredrik Dahnelius, appointed by Familjen Dahnelius
- Ingrid Jonasson Blank, in her role as Chairman of the Board of Kjell Group

The above calculation is based on 31 151 514 shares. Kjell Group's Annual General Meeting for the financial year 1 January 2022 – 31 December 2022 will take place on May 16, 2023. For the Nomination Committee to be able to consider submitted proposals with requisite diligence, proposals should be submitted by March 10. The Nomination Committee's proposal will be presented in the notice to the 2023 Annual General Meeting and on the company's website. The shareholders in Kjell Group are invited to submit proposals to the Nomination Committee via email to nominationcommittee@kjell.com or by mail to Kjell Group AB (publ), Attn: Bolagsstämma 2023, Tärnögatan 6, 211 24 Malmö, Sweden.

[1] FSN Capital GP IV Limited acting in its capacity as general partner for each one of FSN Capital IV LP, FSN Capital IV (B) LP and FSN Capital IV Invest LP ("FSN Capital IV").

Certified adviser

FNCA Sweden AB is the company's certified adviser. FNCA can be reached at info@fnca.se.

Contacts Kjell Group

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About Us

Kjell Group offers the market's most complete product range in electronic accessories, including consulting and installation. The business is conducted online in Sweden, Norway and Denmark and via 140 service points, of which 111 in Sweden and 29 in Norway.

Through Kjell & Company's customer club, with over 2.9 million members and wholly owned Danish AV-Cables, the company has a unique understanding of people's technology needs, and the Group's approximately 1,200 employees work every day to improve people's lives through technology.

Attachments

Kjell Group's Nomination Committee for the 2023 Annual General Meeting