

Kjell Group's Nomination Committee for the 2025 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 2025 Annual General Meeting.

On August 31, 2024, the three largest shareholders in Kjell Group were FSN Capital IV[1] ("FSN") (22.87 percent of votes), Fosielund Holding AB ("Familjen Eklund) (10.98 percent of votes) and Cervantes Capital (8.20 percent of votes). The three owners who are represented in the Nomination Committee hold a total of 42.05 percent of votes in the company. They have appointed the following representatives to the Nomination Committee:

- Michael Gentili, appointed by FSN (Chairman)
- Joel Eklund, appointed by Familjen Eklund
- David Zaudy, appointed by Cervantes Capital
- Jan Friedman, in his 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 2024 – 31 December 2024 will take place on May 21, 2025. 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 2025 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 2025, 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.

Contacts Kjell Group

Andreas Rylander, CEO +46 (0)73 5181 001, andreas.rylander@kjell.com Thomas Pehrsson, CFO +46 (0)72 514 38 89, thomas.pehrsson@kjell.com



About Us

Kjell Group offers the market's most comprehensive product range in electronic accessories, including advisory services and installation. The business is conducted online in Sweden, Norway and Denmark and via 146 service points, of which 115 in Sweden and 31 in Norway.

Through Kjell & Company's customer club, with over 3.25 million members, and wholly owned Danish company 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 2025 Annual General Meeting