

Nelly's new warehouse gets a modern automation solution for fast and efficient deliveries

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Nelly Group AB (publ) ("Nelly") gathers its operations in Borås to boost cooperation and efficiency. As previously announced, Nelly will move its warehouse from Falkenberg to Borås in 2021. It has now been decided that Nelly's new and energy efficient warehouse will be automated through an AutoStore system supplied by Element Logic.

The automation solution is manufactured by Autostore, designed and delivered by Element Logic and financed through a supplement on the rent to Catena, the incoming owner of the new warehouse premises in Borås. The investment in automation and track systems amounts to SEK 84 million and is paid for via the rent supplement over 10 years. Nelly has the option to settle the remaining amount of the investment in advance.

"Nelly is one of the Nordic region's strongest fashion brands for young women. We build on our Nelly culture by gathering in Borås in modern premises. Our 1.2 million customers make 2.8 million purchases per year with great demands on our logistics. Next year, we will take logistics to a higher level with a new automated warehouse to boost efficiency and facilitate fast and precise deliveries," says Kristina Lukes, CEO of Nelly.

"Element Logic is a leader in intralogistics by offering tailored warehousing solutions that optimize performance and efficiency. We look forward to working with Nelly to develop their logistics to the next level," says Thomas Karlsson, MD of Element Logic Sweden AB.

The AutoStore system is a modular and flexible automation solution and includes battery-powered robots, storage bins, operator ports and an aluminium framework where each order is processed at high-speed using robots that bring the bins to and from picking stations conveniently presented to the operators.

Borås is a leading cluster in Swedish fashion and e-commerce with an excellent logistics location.

This information is information that Nelly Group AB is required to disclose under the EU Market Abuse Regulation. The information was released for publication through the agency of the below-mentioned contacts at 2.30 p.m. CET on November 30, 2020.

For more information

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About Nelly Group

Nelly is one of the Nordic region's strongest fashion brands for young women. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a distinct sense for fashion and digital marketing. The company has 1.2 million customers and sales of SEK 1.4 billion per year. Nelly Group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the mid-cap segment with the short name "NELLY".

About Element Logic

For over 30 years, Element Logic has optimized companies' inventory performance. We create smart solutions that help warehouses to handle customers' increased demand for fast deliveries. Our robotic solutions, software and consulting services help companies to improve their value chains and to be more profitable. We optimize logistics for all needs in a wide range of industries including electronic components, distribution parts, consumer electronics, 3PL, pharmaceuticals, fashion, sports equipment and more. As an original AutoStore® partner, we have experience in designing, delivering and installing customized solutions that improve customers' workflow. Element Logic has 130 employees in Europe and in 2019 had a turnover of €80 million. Our head office is located in Norway, with offices in Sweden, Denmark, Finland, Germany, the United Kingdom, France, the Benelux countries and Poland.