



New number of shares and votes in BHG Group

29 JANUARY 2021, 9:00 P.M. CET

The number of shares and votes in BHG Group AB (publ) ("BHG") has changed as a result of exercise of warrants issued at the extraordinary general meeting on 26 March 2018 under the long-term incentive program 2018/2021. The exercise period commenced on 1 January 2021 and extends up to and including 26 March 2021. The subscription price per share under the warrants amounts to SEK 61.75. During January, 1,289,369 warrants have been exercised, which means that BHG will receive approximately SEK 79.6 million.

Through the exercise of the warrants, the number of shares and votes in BHG has increased by 1,289,369.

Today, on the last trading day of the month, there are consequently a total of 108,657,790 shares and votes in BHG.

Following the exercise of the abovementioned warrants, 1,470,647 warrants remain under the long-term incentive program 2018/2021.

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This is information that BHG Group AB (publ) is obliged to make public pursuant to the Swedish Financial Instruments Trading Act. The information was submitted for publication, through the agency of the contact persons set out above, at 9:00 p.m. CET on 29 January 2021.

About BHG

BHG is the number 1 consumer e-commerce company in the Nordics. We're also present in most of Eastern and Central Europe. Our strong position in these markets makes us the largest European pure-play within the Home Improvement space, meaning Do-It-Yourself and Home furnishings. With an ecosystem of online stores, supported by physical destinations and services, such as last-mile deliveries and installation, we offer the market's leading range of well-known external and strong own brands, totalling close to 1 million unique products and encompassing a complete offering within DIY, leisure, furniture and furnishings.

The Group includes over 95 online sites — including sites like www.bygghemma.se, www.trademax.se, www.chilli.se, www.furniturebox.se and www.nordicnest.se — and over 70 showrooms. We are headquartered in Malmö, Sweden, with operations throughout Europe. Our share is traded on Nasdaq Stockholm, under the ticker "BHG."

The BHG brands employ more than 2,000 people, working every day to create the ultimate online shopping experience by combining an unbeatable product range with smart technology, leading product expertise and a broad range of services.