



New number of shares and votes in BHG Group

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The number of shares and votes in BHG Group AB (publ) ("BHG") has changed due to the recently completed directed share issue and exercise of warrants under BHG's long-term incentive program 2018/2021.

In the directed share issue, 10,800,000 new shares were issued at a subscription price of SEK 145 per share, entailing proceeds of approximately SEK 1.6 billion. For further information, see BHG's press releases on 3 February 2021.

During February, 1,470,647 warrants under the long-term incentive program 2018/2021 have been exercised. BHG has thereby received proceeds of approximately SEK 90.8 million. Consequently, all warrants under the long-term incentive program 2018/2021 have been exercised.

Through the abovementioned directed share issue and exercise of warrants, the number of shares and votes in BHG has increased by 12,270,647.

Today, on the last trading day of the month, there are in total 120,928,437 shares and votes in BHG.

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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, on 26 February 2021 at 5:31 CET.

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 100 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.