

Press release

Issue and repurchase of Class C shares under incentive program in ITAB

The Board of Directors of ITAB Shop Concept AB (publ) ("ITAB") has today resolved to issue and repurchase 611,000 Class C shares.

Based on the authorisation from the Annual General Meeting on 7 May 2025, the Board of Directors of ITAB has resolved to increase the share capital by approximately SEK 258,157.86 through a directed cash issue of 611,000 Class C shares to Danske Bank A/S, Danmark, Sverige Filial ("Danske Bank") at a subscription price corresponding to the quota value of the shares. Furthermore, the Board of Directors of ITAB has resolved to immediately repurchase all 611,000 Class C shares from Danske Bank at a price corresponding to the subscription price.

The purpose of the issue and the repurchase is to ensure delivery of ordinary shares to employees within the ITAB Group who participate in ITAB's performance-based incentive program, LTIP 2025, by ITAB subsequently converting the Class C shares into ordinary shares.

ITAB holds 2,345,015 Class C shares since before and will, after the repurchase of the newly issued Class C shares, hold all 2,956,015 Class C shares in ITAB. The Class C shares do not entitle to dividends and have 1/10 of a vote each.

Jönköping, 16 December 2025

ITAB Shop Concept AB (publ)

This information was submitted for publication, through the agency of the contact person set out below, at 12:30 p.m. CET on 16 December 2025.

This is in all respects a translation of the Swedish original press release. In the event of any discrepancies between this translation and the Swedish original, the latter shall prevail.

For further information, please contact:

Mats Karlqvist, Head of Investor Relations
Telephone: +46-70 660 31 32

ITAB Shop Concept AB (publ), Box 9054, SE-550 09 Jönköping, Sweden
itab.com, itabgroup.com

At ITAB Group we help customers turn brand experience into physical reality through our know-how, solutions and eco-system of partners. By co-creating efficient retail solutions that deliver convenient and inspiring consumer experiences, we create value-based outcomes for our customers that help drive measurable results and drive returns and benefits in the short, mid and long-term. The complete offer includes consultative design services, custom-made interiors, solutions for self-service and -checkouts, smart gates and guidance solutions, traditional checkouts, professional lighting systems, and interactive digital solutions for the physical store. ITAB Group has annual sales of approximately SEK 13 billion and approximately 5,400 employees. The ITAB share is listed on Nasdaq Stockholm.