



Press release March 10, 2025

Repurchase of shares in Synsam during March 3, 2025 – March 7, 2025 (week 10)

Synsam AB (publ) (LEI code: 5493000TMEGW9DHNOQ70) ("Synsam" or the "Company") has during March 3, 2025, to March 7, 2025, repurchased in total 202,500 own shares (ISIN code: SE0016829709) as part of the share buy-back program initiated by the board of directors of Synsam in order to adjust the Company's capital structure.

The repurchases form part of the share buy-back program of maximum MSEK 160 announced by Synsam on November 19, 2024, and which runs during the period from November 22, 2024, until the date of the 2025 annual general meeting. The share buy-back program is being carried out in accordance with the EU Market Abuse Regulation (EU) No 596/2014 ("MAR") and the Commission Delegated Regulation (EU) 2016/1052 (the "Safe Harbour Regulation"). The purpose of the share buy-back program is to adjust the Company's capital structure by reducing its share capital.

Shares in Synsam has been repurchased in accordance with the following:

| Date | Aggregated daily volume (number of shares) | Weighted average share price per day (SEK) | Total daily transaction value (SEK) |
|------------|---|--|--|
| 2025-03-03 | 45 000 | 45,147381 | 2 031 632 |
| 2025-03-04 | 45 000 | 44,825000 | 2 017 125 |
| 2025-03-05 | 45 000 | 45,016746 | 2 025 754 |
| 2025-03-06 | 45 000 | 44,041638 | 1 981 874 |
| 2025-03-07 | 22 500 | 44,373969 | 998 414 |

All repurchases have been carried out on Nasdaq Stockholm by Carnegie Investment Bank AB (publ) on behalf of Synsam. Following the above listed repurchases, Synsam's holding of own shares as per March 7, 2025, amounts to 5,256,758 shares. The total number of outstanding shares in Synsam is 150,000,000.

A full breakdown of the transactions pursuant to article 5.3 of MAR and article 2.3 of the Safe Harbour Regulation is attached to this announcement.

For further information, please contact:

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Synsam Group is a leading optician group in the Nordic region, with a differentiated and affordable subscription offering. Synsam Group offers a wide range of products and services for eye health and eye fashion, catering to the customer's different lifestyles and needs. The group has approximately 4,000 employees, net sales of approximately SEK 6.4 billion and more than 500 stores in the Nordics, operating under the brands Synsam, Synsam Outlet and Profil Optik in Denmark. Through digitalization, subscription services and other innovative concepts, Synsam Group is at the forefront of innovation in the Nordic optical retail market across multiple dimensions including customer journey, product offering and ESG. Synsam Group's share is traded on Nasdaq Stockholm (SYNSAM). www.synsamgroup.com