

PRESS RELEASE

29 June 2022 08:37:00 CEST

Changes in Nelly's management team

Nelly Group AB (publ) ("Nelly") has today appointed Hannes Kaber as new Chief Technology Officer and Lotta Fermén as acting Chief Assortment Officer.

Hannes most recently held the position as B2B Development Manager at Nelly, where his responsibilities included the company's new website. Prior to that, Hannes has worked at iProspect and Sterk AB with digital business development and marketing. Hannes has studied at IHM Business School. Hannes succeeds Andreas Drougge who leaves his position as Chief Technology Officer.

Lotta most recently held the position as Category Manager at Nelly, where her responsibilities included purchasing teams within Nelly's own brands, and she also has similar experience from Gina Tricot. Lotta has a bachelor's degree in business administration and textiles from Borås University. Lotta succeeds Maria Segergren who leaves her position as Chief Assortment Officer.

"Nelly is on a transformation journey towards profitability and all parts of our organisation are involved in the change process. I welcome Lotta and Hannes in their new roles and thank both Maria and Andreas for their contributions and time at Nelly", says Helena Karlinder-Östlundh, acting CEO at Nelly.

For more information, please contact:

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About Nelly Group

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

Nelly Group AB

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NELLY.COM

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Attachments

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