

## PRESS RELEASE

12 January 2023 08:30:00 CET

## Ludvig Anderberg resigns as CEO of Nelly Group

Nelly Group AB (publ) ("Nelly") today announced that Ludvig Anderberg has informed the Board that he intends to leave his position as CEO of Nelly. The Board has decided to appoint Helena Karlinder-Östlundh, Chief Transformation & People Officer at Nelly, as acting CEO with effect from 16 January 2023.

Helena Karlinder-Östlundh has worked with human resources and organisational development since 2005, first as a consultant at McKinsey & Company and thereafter as Chief People Officer at MECCA Brands in Australia. Helena was acting CEO of Nelly during the period 13 June - 21 August 2022. She holds a Master of Science in organisational psychology from the London School of Economics and Political Science.

"The Board expresses its deepest gratitude to Ludvig Anderberg for his time at the company and welcomes Helena Karlinder-Östlundh back in the role which she has previously successfully held", says the Chairman of the Board Mathias Pedersen.

Ludvig Anderberg will be at the disposal of the Board during his notice period.

### For more information, please contact:

Mathias Pedersen, Chairman of the Board  
+ 46 70 911 77 31  
ir@nelly.com

*This information is information that Nelly Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above on 12 January 2023, at 08:30 CET.*

### 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

Corporate Domicile Borås  
Corp. Reg. No. 556035-6940  
[www.nelly.com](http://www.nelly.com)

### Visiting address

Lundbygatan 1, 506 30 Borås  
**Postal address**  
Box 690, 501 13 Borås

# NELLY.COM

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## Attachments

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