

## PRESS RELEASE

15 September 2023 13:07:00 CEST

## Nelly Group appoints Niklas Lingblom as CFO as of January 2024 at the latest

Nelly Group AB (publ) ("Nelly") has today appointed Niklas Lingblom as CFO as of January 2024 at the latest. Once he starts, he will succeed Ola Wahlström who has served as interim CFO for the company since the 1st of November 2022.

Niklas Lingblom most recently held the position of CFO at Inet AB. Prior to that, he worked in several roles including Finance Manager at PowerCell Sweden AB, Financial Controller at Exertis CapTech AB, and Senior Auditor at EY. Niklas has a degree from the Gothenburg School of Business, Economics and Law.

Niklas will assume his new position latest in January 2024 and Ola Wahlström will continue to work alongside him during the first quarter of 2024 to complete the handover.

For more information, please contact:

Helena Karlinder-Östlundh, Interim CEO

+ 46 70 300 92 11

[ir@nelly.com](mailto:ir@nelly.com)

### 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 1.1 million customers and sales of SEK 1.2 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".

### Attachments

---

[Nelly Group appoints Niklas Lingblom as CFO as of January 2024 at the latest](#)

**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