

Chair of the board to step down at the AGM

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The Chair of the Board of Directors of Matas A/S, Lars Vinge Frederiksen, has today informed the Company that he after almost 12 years as Chair wishes to resign and leave the Board of Directors at the Annual General Meeting, scheduled for 16 June 2025.

Lars Vinge Frederiksen has been Chair of Matas A/S since the Initial Public Offering in 2013. He was previously CEO of Chr. Hansen A/S (2005 to 2013) and is currently a member of the board of directors of Tate & Lyle PLC, London. He is chair of the supervisory board of PAI Partners SA, Paris and chair of the Danish Hearth Association (Hjerteforeningen).

Lars Vinge Frederiksen, Chair of the Board of Directors of Matas A/S: *"After almost 12 years as Chair, the time has come to step down. Matas has made a complete transformation from a Danish retailer to a Nordic beauty giant and stands stronger than ever as a business, strategically and from a leadership perspective. My twelve years have offered many highlights, the three most significant being the roll-out of Club Matas, building a market leading online business, and the acquisition of our Nordic peer KICKS. But Matas is first and foremost about people, and I am especially pleased with the cooperation with my dedicated and competent colleagues in the Board of Directors and Matas' exceptionally strong leadership team, led by Gregers Wedell-Wedellsborg."*

Matas Group's revenue for 2024/25 is guided to be in the range of DKK 8.3 to 8.4 billion, compared to DKK 3.2 billion in 2012/13. Club Matas started in 2010 and now has more than 2 million members. Matas' online business accounts for approximately one third of the total revenue. Matas acquired KICKS in September 2023 and became the Nordic market leader in beauty and wellbeing. Matas Group has more than 6 million club members, around 5,000 colleagues, almost 500 stores, and leading web shops in Denmark, Sweden, Norway and Finland. Matas was in 2024 ranked as a top 20 employer in Denmark.

"The Board would like to thank Lars Vinge Frederiksen for his steady, courageous and always constructive leadership. The Board of Directors of Matas A/S has been continuously renewed and has systematically worked on succession plans. Therefore, we expect to make a well planned and well considered proposal for a new Chair of the Board by the summer, with the support of the entire Board" says Mette Maix, Deputy Chair of the Board of Directors, who has led the succession planning in the Nomination Committee.

Gregers Wedell-Wedellsborg, Group CEO of Matas A/S: *"Lars Vinge Frederiksen has been an outstanding Chair, with sound sense, judgment, and backbone when we have faced difficult decisions, surprises or opportunities. Lars has at the same time been a great inspiration and an ambitious and forward-looking sparring partner to me personally"*.

The Board of Directors will present its proposal for a new Chair of the Board of Directors ahead of the Annual General Meeting, which takes place on 16 June 2025.

About Matas Group

Matas Group is the Nordic leader in beauty and wellbeing, consisting of the banners Matas, KICKS and Skincity. With almost 500 stores and leading web shops across Denmark, Sweden, Norway, and Finland, we are the leading omnichannel player offering a curated portfolio of third-party brands, own brands and an emphasis on personal and expert advisory and service excellence. We have more than 6 million loyalty members across the Nordics. Matas Group is listed on Nasdaq OMX Copenhagen.

This information is information that Matas A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-04-24 17:35 CEST.