

## Matas share buy-back programme: Reporting of transactions in week 42

Company announcement no. 29 2025/26  
Allerød, 20 October 2025

On 16 June 2025, Matas A/S announced a share buy-back programme of up to DKK 140 million (the "Programme"), with a maximum of 1.4 million shares, in the period from 17 June 2025 until and including 31 March 2026 at the latest. The Programme is described in Company Announcement no. 06 2025/26.

The purpose of the Programme is to reduce the Company's share capital and meeting obligations under long-term incentive programmes.

The Programme is executed in accordance with Article 5 of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on Market Abuse and Chapter II of Commission Delegated Regulation (EU) 2016/1052 of 8 March 2016 (the "Safe Harbour Regulation").

The following transactions have been made on Nasdaq Copenhagen:

|                                               | Number of shares | Average share price (DKK) | Total value (DKK) |
|-----------------------------------------------|------------------|---------------------------|-------------------|
| 13 October 2025                               | 6,000            | 126.65                    | 759,884           |
| 14 October 2025                               | 6,000            | 125.40                    | 752,400           |
| 15 October 2025                               | 6,000            | 126.40                    | 758,400           |
| 16 October 2025                               | 6,000            | 125.25                    | 751,487           |
| 17 October 2025                               | 6,000            | 126.00                    | 756,000           |
| Total during week                             | 30,000           | 125.94                    | 3,778,171         |
| <b>Total accumulated during the Programme</b> | <b>549,113</b>   | <b>134.87</b>             | <b>74,060,108</b> |

With the transactions stated above, Matas owns shares corresponding to 1.51% of Matas A/S' share capital.

### For further information, please contact:

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### About Matas Group

Matas Group is the Nordic leader in beauty and wellbeing, consisting of the banners Matas and KICKS. 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.