MATAS GROUP

Press Release
10 June 2025 11:56:00 CEST

Notification of Executive's transaction with Matas shares

Company announcement no. 03 2025/26
Allerød, 10 June 2025

In accordance to the EU Market Abuse Regulation Article 19 no. 596/2014, Matas has received the following notification from Executives and/or their related parties' regarding transactions in Matas shares.

Contact

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Head of Investor Relations & Treasury, phone +45 22 43 12 54

1.	**Details of the person discharging managerial responsibilities/person closely associated**		
a)	Name	Espen Eldal, via Knipen AS	
2.	**Reason for notification**		
a)	Position/status	Member of the Board of Directors	
b)	Initial notification/amendment	Initial notification	
3.	**Details of the issuer**		
a)	Name	Matas A/S	
b)	LEI Code	2138004PXX8LWGHGL872	
4.	**Details of the transaction(s): Section to be repeated for (i) Each type of instrument, (ii) Each type of transaction, (iii) Each date, and (iv) Each place where transactions have been conducted**		
a)	Description of the financial instrument, type of instrument Identification code	Shares of Matas A/S DK0060497295	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Volume(s)	Price(s)
		2,000	DKK 135.00
d)	Aggregated information Aggregated volume Price (DKK)	Total number of shares: 2,000 shares Total purchase price: DKK 270,000.00	
e)	Date of the transaction	6 June 2025	
f)	Place of the transaction	Nasdaq Copenhagen	

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.