

Vesting of Performance Share Units and reporting of transactions pursuant to Article 19 of Market Abuse Regulation

Company announcement no. 4 2025/26
Allerød, 13 June 2025

Pursuant to Matas A/S' (Matas) Remuneration Policy, a total of 287,672 Performance Share Units (PSUs) related to the Company's long-term incentive programme (LTIP) for 2022/23 have vested 13 June 2025.

The PSUs vested in the form of 121,103 shares being delivered to the Executive Committee and 166,569 shares being delivered to the rest of the executive team, including resigned managers.

The PSUs were delivered free of charge in the form of shares in Matas.

PSUs vested at 150% of the original grant. The PSUs vested represent a total value of DKK 39.6 million based on the closing price on 12 June 2025 of DKK 137.8.

According to the EU Market Abuse Regulation Article 19, Matas has received the following notification from management and their related parties' regarding transactions in Matas shares and related securities in connection with the vesting of the PSUs.

For further information, please contact:

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Head of Investor Relations & Treasury
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1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Gregers Wedell-Wedellsborg
2.	Reason for notification	
a)	Position/status	Group CEO
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	Delivery of shares due to vested Performance Share Units
c)	Price(s) and volume(s)	Volume(s): 86,949 shares Price(s): DKK 0

d)	Aggregated information Aggregated volume Price (DKK)	86,949 shares DKK 0
e)	Date of the transaction	13 June 2025
f)	Place of the transaction	Outside trading venue

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Per Johannesen Madsen
2.	Reason for notification	
a)	Position/status	Group CFO
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	Delivery of shares due to vested Performance Share Units
c)	Price(s) and volume(s)	Volume(s): 34,154 shares Price(s): DKK 0
d)	Aggregated information Aggregated volume Price (DKK)	34,154 shares DKK 0
e)	Date of the transaction	13 June 2025
f)	Place of the transaction	Outside trading venue

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.