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Press release, Malmö, Sweden, 9 June 2017

Exercise of the over-allotment option in the IPO of Boozt

Carnegie has today notified Boozt AB (publ) ("Boozt" or the "Company") and the Selling Shareholders¹ that the over-allotment option has been exercised in full and that the stabilisation period has ended.

In connection with the initial public offering of the shares in Boozt and the listing of the shares on Nasdaq Stockholm on 31 May 2017 (the "Offering") the Selling Shareholders granted to Joint Global Coordinators² on behalf of the Managers³, an over-allotment option to purchase an additional of up to 3,887,138 existing shares in Boozt, exercisable in whole or in part within 30 calendar days from the first day of trading in the shares on Nasdaq Stockholm. Carnegie has exercised the over-allotment option in full.

No price stabilisation activities have been carried out since the listing, and due to the Company's share price performance, Carnegie has, as stabilising manager on behalf of the Managers, decided to end the stabilisation period.

As of the date of this press release, Boozt has 56,338,433 shares outstanding.

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This information is information that Boozt AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 8:00 CET on 9 June 2017.

About Boozt

Boozt is a leading⁴, fast-growing and profitable⁵ Nordic technology company selling fashion online. The Company offers its customers a curated and contemporary selection of fashion brands, relevant to a variety of lifestyles, mainly through its multi-brand webstore Boozt.com. The Company's webstores attract more than five million visits per month⁶ as a result of a convenient shopping experience with high service levels (including consistent user experiences across both mobile devices

¹ Sunstone Technology Ventures Fund II K/S, Verdane Capital VII K/S, ECCO Holding A/S and Sampension KP Livsforsikring A/S.

² "Joint Global Coordinators" refers to Carnegie Investment Bank AB and Danske Bank A/S, Danmark, Sverige filial.

³ "Managers" refers to the Joint Global Coordinators and the Joint Bookrunner Joh. Berenberg, Gossler & Co. KG.

⁴ Company calculations based on online sales in 2016 from Euromonitor International (a statistics database) which have been controlled with publicly available information, such as company reports from Boozt's competitors.

⁵ Based on adjusted EBIT.

⁶ Source: Company information; monthly average based on Company data for 2016.

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and desktop), quick deliveries and easy returns. Boozt targets Nordic fashion followers, primarily consumers aged 25-54 that value convenience in their customer experience and which tend to generate a high average order value ("AOV").

The Company operates a tailor-made, integrated technology platform that enables the Company to manage the customer experience and to accommodate further growth. Fulfilment is executed through the automated fulfilment centre, strategically located in Ängelholm, with a total area of 43,500 m² (77,000 m² at maximum build-out), 130 picking robots and with a current capacity exceeding 450,000 stock keeping unit locations, that enable next-day delivery to many Nordic areas.

Boozt has a strong track-record of growth, mainly driven by the fast evolution of Boozt.com, which grew net revenue by a CAGR of 69 per cent between 2014 and 2016, with gradually improving profitability. Boozt's strong online market position and its competitive customer offering have enabled Boozt to attract new customers and increase the number of orders from returning customers. The Company, which is headquartered in Malmö, has run current operations since 2011 and had 193 employees from more than 25 countries as of 31 December 2016.

Important information

This announcement is not and does not form a part of any offer to sell, or a solicitation of an offer to purchase, any securities of the Company.

Copies of this announcement are not being made and may not be distributed or sent into the United States, Australia, Canada, Japan or any other jurisdiction in which such distribution would be unlawful or would require registration or other measures.

The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"), and accordingly may not be offered or sold in the United States absent registration or an exemption from the registration requirements of the Securities Act and in accordance with applicable U.S. state securities laws. The Company does not intend to register any part of the offering in the United States or to conduct a public offering of securities in the United States.

This announcement is an advertisement and is not a prospectus for the purposes of Directive 2003/71/EC (together with any applicable implementing measures in any Member State, the "Prospectus Directive"). A prospectus prepared pursuant to the Prospectus Directive has been published, and can be obtained from the Company. Investors should not subscribe for any securities referred to in this announcement except on the basis of information contained in the prospectus.

In any EEA Member State other than Sweden that has implemented the Prospectus Directive, this communication is only addressed to and is only directed to investors in that Member States who fulfil the criteria for exemption from the obligation to publish a prospectus, including qualified investors, within the meaning of the Prospectus Directive, i.e., only to investors who can participate in the Offering without an approved prospectus in such EEA Member State.

This announcement is only being distributed to and is only directed at (i) persons who are outside the United Kingdom or (ii) to investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (iii) high net worth companies, and other persons to whom it may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons in (i), (ii) and (iii) above together being referred to as "relevant persons"). The shares are only available to, and any invitation, offer or agreement to subscribe,

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purchase or otherwise acquire such securities will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this announcement or any of its contents.

This announcement contains certain financial measures that are not defined under International Financial Reporting Standards ("IFRS"), including certain measures such as "adjusted EBIT," "adjusted EBIT margin," "adjusted EBITDA," and "adjusted EBITDA margin," which are referred to as "non-IFRS financial measures". These non-IFRS financial measures supplement the IFRS financial measures and should not be considered an alternative to the IFRS financial measures. Non-IFRS financial measures have certain limitations as analytical tools and they should not be considered in isolation or as substitutes for analysis of results reported under IFRS.

Matters discussed in this announcement may constitute forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believes", "aims", "deems", "targets", "estimates", "anticipates", "expects", "assumes", "forecasts", "intends", "could", "will", "should", "would", "according to estimates", "is of the opinion", "may", "plans", "continue", "potential", "predicts", "projects", "to the knowledge of" and similar expressions. This applies in particular to statements referring to future results, financial position, cash flow, plans and expectations for the Company's business and management, future growth and profitability and general economic and regulatory environment and other circumstances which affect the Company. Forward-looking statements are based upon various estimates and assumptions, many of which are based, in turn, upon further assumptions, such as no changes in existing political, legal, fiscal, market or economic conditions or in applicable legislation, regulations or rules (including, but not limited to, accounting policies, accounting treatments and tax policies), which, individually or in the aggregate, would be material to the results of operations of the Company or its ability to operate its businesses. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors, which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied by such forward-looking statements.

Potential investors should not place undue reliance on the forward-looking statements herein and are strongly advised to read the detailed description of factors that have an effect on the Company's business and the market in which the Company operates, which are included in the prospectus.

The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice.