

Press release

BUYBACKS OF SHARES IN ITAB DURING WEEK 1 2024

During the period between 2 and 5 January 2024, ITAB Shop Concept AB (publ) ("ITAB") (LEI-code: 2138001H6FCSZBP26351) has repurchased in total 48,964 own ordinary shares (ISIN: SE0015962097) as part of the share buyback program initiated by the Board of Directors in order to optimise the capital structure.

The share buybacks form part of the share buyback program in a maximum amount of MSEK 50 that ITAB announced on 28 September 2023. The share buyback program, which runs from 29 September 2023 until 14 May 2024, is being carried out in accordance with the EU Market Abuse Regulation ("MAR") and the EU Commission's Delegated Regulation 2016/1052 (the so called "Safe Harbour Regulation"). The purpose of the repurchases is to optimise the capital structure and the intention is to reduce ITAB's share capital through subsequent share cancellations.

Ordinary shares in ITAB have been repurchased as follows:

Date	Aggregated daily volume (number of ordinary shares)	Weighted average share price per day (SEK)	Total daily transaction value (SEK)
02/01/2024	14,506	12.0329	174,549.25
03/01/2024	14,793	11.9050	176,110.67
04/01/2024	14,665	11.9838	175,742.43
05/01/2024	5,000	12.1262	60,631.00

All acquisitions have been carried out on Nasdaq Stockholm by Kepler Cheuvreux on behalf of ITAB. Following the above acquisitions, ITAB's holding of own shares amounts to 590,712 ordinary shares and 4,400,000 Class C shares as of 5 January 2024. The total number of shares, including the holding of own shares, is 222,500,192, and the number of shares outstanding, excluding the holding of own shares, is 217,509,480.

A full breakdown of the transactions pursuant to article 5.3 of MAR and article 2.3 of the Safe Harbour Regulation is attached to this announcement.

Jönköping, 8 January 2024

ITAB Shop Concept AB (publ)

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This is in all respects a translation of the Swedish original press release. In the event of any discrepancies between this translation and the Swedish original, the latter shall prevail.

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AT ITAB we help customers turn consumer brand experience into physical reality with our know-how, solutions, and ecosystem of partners. We co-create with our customers, efficient retail solutions that deliver convenient and inspiring consumer experiences. The offer includes consultative design services, customized interiors, checkout systems, consumer guidance solutions, professional lighting systems and interactive digital solutions for the physical store. ITAB has annual sales of approximately SEK 6.5 billion and approximately 2,700 employees. ITAB's share is listed on Nasdaq Stockholm.