

Press release

ITAB SIGNS AGREEMENT FOR DELIVERY OF INTERIORS AND CHECKOUTS TO LEADING FASHION CHAIN IN EUROPE

ITAB Group ("ITAB") has signed an agreement with a leading fashion chain in Europe for the delivery of interiors, checkouts, and dressing rooms for the refurbishment of existing stores and in upcoming new stores. The implementation will begin in February 2024 and the total value of the contract is estimated for approximately MEUR 16 over three years.

Together with the customer, a leading fashion chain in Europe, ITAB has developed a tailored solution for the chain's stores covering the needs of modern consumers as well as improved performance and design of the customer. Under the contract, ITAB will install interiors such as shelving and textile stands, checkouts, dressing rooms, and back office equipment for employees in approximately 200 existing stores and at least 50 upcoming new stores per year in Poland, Czech Republic, Slovenia, and potentially other countries to follow.

"We are happy that the solutions we are developing for retailers to improve sales and efficiency in their stores are being recognized. After a comprehensive procurement process the customer concluded that ITAB is the right partner for the future development of the chain's stores. We will consolidate full store equipment and deliver as a 'one-stop-shop'", says Andréas Elgaard, President & CEO of ITAB Group.

The total value of the products and other services under the contract is estimated for approximately MEUR 16 over three years.

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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.

For further information, please contact:

Andréas Elgaard, President & CEO
Telephone: +46-73 232 16 35

Mats Karlqvist, Head of Investor Relations
Telephone: +46-70 660 31 32

ITAB Shop Concept AB (publ), Box 9054, SE-550 09 Jönköping, Sweden
itab.com, itabgroup.com

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 6.3 billion and approximately 2,700 employees. ITAB's share is listed on Nasdaq Stockholm.