

## Press release

# ITAB'S SHARE BUYBACK PROGRAM COMPLETED – BUYBACKS OF SHARES IN ITAB DURING WEEK 12 2024

During the period between 18 and 22 March 2024, ITAB Shop Concept AB (publ) ("ITAB") (LEI-code: 2138001H6FCSZBP26351) has repurchased in total 227,813 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 buyback program that was initiated on 29 September 2023 is hereby completed as the maximum amount for share buybacks of MSEK 50 has been reached. In total, 3,079,659 ordinary shares have been repurchased within the program.

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 ran from 29 September 2023 until 22 March 2024 when the maximum amount for share buybacks of MSEK 50 was reached. The share buy back program was 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.

During week 12, ordinary shares in ITAB have been repurchased as follows:

| Date       | Aggregated daily volume<br>(number of ordinary shares) | Weighted average share<br>price per day (SEK) | Total daily transaction<br>value (SEK) |
|------------|--|---|--|
| 18/03/2024 | 63,583   | 20.9007                                       | 1,328,929.21                           |
| 19/03/2024 | 41,000   | 20.7892                                       | 852,357.20                             |
| 20/03/2024 | 41,000   | 20.9406                                       | 858,564.60                             |
| 21/03/2024 | 42,000   | 21.1102                                       | 886,628.40                             |
| 22/03/2024 | 40,230   | 20.9162                                       | 841,458.73                             |

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 3,079,659 ordinary shares and 4,400,000 Class C shares as of 22 March 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 215,020,533.

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, 25 March 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 6.2 billion and approximately 2,500 employees. ITAB's share is listed on Nasdaq Stockholm.*