

## Press release

# Conversion of Class C shares into ordinary shares and conveyance of ordinary shares within the framework of a long-term performance-based incentive program

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**The Board of Directors of ITAB Shop Concept AB (publ) has today decided to convert 2,054,985 Class C shares into ordinary shares and to subsequently convey 1,043,671 ordinary shares to the participants in the long-term incentive program resolved by the 2022 Annual General Meeting ("LTIP 2022"), in accordance with the terms of the program. The conveyance is done free of charge.**

In order to cover costs related to LTIP 2022, the 2025 Annual General Meeting has authorised ITAB's Board of Directors to make a decision to convey its own ordinary shares on Nasdaq Stockholm. With the support of the Meeting's authorisation, the Board of Directors has also resolved to convey 1,011,314 of its own ordinary shares on Nasdaq Stockholm after conversion. The sale shall take place during the period 14 May 2025 through 13 June 2025 at a price within the registered price interval for the share at any given time. No sale will take place during the 30 days period prior to the publication of a financial report. The sale will be reported via Nasdaq Stockholm in accordance with applicable rules.

The total number of shares in ITAB at the time of this press release is 257,620,533, of which 253,220,533 ordinary shares and 4,400,000 Class C shares. At the time of this press release, the company holds no ordinary shares and 4,400,000 Class C shares, intended for ongoing incentive programs, in treasury. After the ongoing conversion of Class C shares to ordinary shares and conveyance of the corresponding number of ordinary shares to participants and on Nasdaq Stockholm, the total number of ordinary shares will amount to 255,275,518 and the total number of Class C shares will amount to 2,345,015. After conversion and conveyance, the company will hold 0 treasury shares and 2,345,015 Class C shares, intended for ongoing incentive programs, in treasury.

Jönköping, 13 May 2025

### 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 Group we help customers turn brand experience into physical reality through our know-how, solutions and eco-system of partners. By co-creating efficient retail solutions that deliver convenient and inspiring consumer experiences, we create value-based outcomes for our customers that help drive measurable results and drive returns and benefits in the short, mid and long-term. The complete offer includes consultative design services, custom-made interiors, solutions for self-service and -checkouts, smart gates and guidance solutions, traditional checkouts, professional lighting systems, and interactive digital solutions for the physical store. ITAB Group has annual sales of approximately SEK 13 billion and approximately 5,400 employees. The ITAB share is listed on Nasdaq Stockholm.*