

Denna underrättelse till obligationsinnehavarna är endast utformad på engelska.

Stockholm, 17 February 2021

To the bondholders of ISIN: SE0011310606 – Euroflorist Intressenter AB (publ) SEK 280,000,000 senior secured and guaranteed floating rate bonds (the "Bonds")

NOTICE OF EARLY REDEMPTION

You are receiving this notice of early redemption as a holder of the Bonds ("**Bondholder**") with respect to the Bonds in the above mentioned bonds issue with ISIN SE0011310606 (with an aggregated amount outstanding of SEK 280,000,000) issued by Euroflorist Intressenter AB (publ), Reg. No. 556734-5961, (the "**Issuer**"). Nordic Trustee & Agency AB (publ) acts as agent (the "**Agent**") for the Bondholders.

All capitalised terms used herein and not otherwise defined in this notice (the "**Notice**") shall have the meanings assigned to them in the terms and conditions of the Bonds (the "**Terms and Conditions**").

1. Notice

The Issuer hereby notifies you, as a Bondholder of the Bonds, pursuant to Clause 10.3 (*Voluntary total redemption (American call options)*) of the Terms and Conditions, that it will exercise its right to early redemption of all of the outstanding Bonds (the "**Early Redemption**"). The Redemption Date (as defined in Terms and Conditions) will be 15 March 2021.

On the Redemption Date the redemption price per Bond equal to 102.1875 *per cent.* of the Nominal Amount, together with accrued but unpaid Interest, will be paid to each person who is registered as owner of Bonds in the debt register maintained by Euroclear Sweden AB at end of business on the Record Date (as it is defined in the Terms and Conditions), being 8 March 2021. In connection with the Early Redemption, the Bonds will be delisted from Nasdaq Stockholm. This Notice is irrevocable, and the Issuer is bound to redeem the Bonds in full on the Redemption Date.

2. Further Information

For further questions to the Issuer, regarding this Notice, please contact;

Per Lindsjö, CEO, at per.lindsjo@euroflorist.com

Stockholm, 17 February 2021

NORDIC TRUSTEE & AGENCY AB (PUBL)

as Agent at the request of Euroflorist Intressenter AB (publ)