

Admission to trading of EuroFlorist Intressenter's notes at Nasdaq Stockholm

EuroFlorist Intressenter AB (publ) (the "Company") announced on 6 August 2018 a prospectus regarding senior secured notes with a maturity of 4 years and a frame of SEK 280 M (the "Notes"). As of the date of the date hereof SEK 280 M has been issued. The Company's intention to apply for listing and admission to trading of the Notes on the corporate bond list of Nasdaq Stockholm was also announced in the press release.

Nasdaq Stockholm has approved the application for admission to trading of the Notes and the first trading day is planned on Thursday, 9 August 2018. The Notes are traded under the short name EFIN 001.

The prospectus was approved by the Swedish Financial Supervisory Authority (the "SFSA") on 6 August 2018 in accordance with the Financial Instruments Trading Act (1991:980). The prospectus is available on SFSA's website (www.fi.se) and on the Company's website (www.euroflorist.com).

For further information, please contact:

Per Lindsjö, CEO, EUROFLORIST INTRESSETER AB
+46 765 45 01 02, per.lindsjo@euroflorist.com

[•], CFO, EUROFLORIST INTRESSETER AB
+46 [Tel], [Mail]

EUROFLORIST INTRESSETER AB is an online company sending flowers as a gift through its associated florist network or through box suppliers. The Company operates business in twelve countries, enabling flower deliveries across countries. The Company handles orders and matches the receiver's location with a suitable florist or central drop ship partners.