

EuroFlorist Intressenter publishes prospectus and prepares listing of notes at Nasdaq Stockholm

EuroFlorist Intressenter AB (publ) (the "Company") issued on 11 June 2018 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.

In accordance with the terms and conditions of the Notes, the Notes are intended to be listed and admitted to trading on the corporate bond list of Nasdaq Stockholm shortly.

As a result, the Company has prepared a prospectus, which today has been approved by and registered with the Swedish Financial Supervisory Authority (the "SFSA") in accordance with the Financial Instruments Trading Act (1991:980). The prospectus will be available on SFSA's website (www.fi.se) and on the Company's website (www.euroflorist.com).

For further information, please contact:

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

This information is such that EUROFLORIST INTRESSETER AB is required to disclose according to the EU's Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the above contact person, on August 6, 2018 at 16.30 CET.

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.