

Press release June 11, 2026

Share transactions by members of Group Management to cover tax costs related to the LTIP 2023 Incentive Program

Members of Synsam's Group Management have sold shares in the company in connection with allocations from the LTIP 2023 share-based incentive program, which recently ended. The divestments of shares were carried out to cover the tax incurred for the participants in connection with the share allotment.

In total, 196,114 shares have been allotted within LTIP 2023 to members of the Group Management. Of these, 42,240 shares have been sold to cover tax liabilities. Following these transactions, the concerned members of the Group Management have a larger holding in Synsam than prior to the allotment from LTIP 2023.

Transactions carried out by members of Group Management are reported to the Swedish Financial Supervisory Authority (Finansinspektionen) in accordance with applicable regulations, and the current shareholdings of members of Group Management are reported at [synsamgroup.com](https://www.synsamgroup.com).

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Synsam Group is a leading optician group in the Nordic region, with a differentiated and affordable subscription offering. Synsam Group offers a wide range of products and services for eye health and eye fashion, catering to the customer's different lifestyles and needs. The group has approximately 5,400 employees, net sales of approximately SEK 7.1 billion (rolling twelve months until March 2026) and approximately 600 stores in the Nordics, operating under the brands Synsam, Synsam Outlet and Profil Optik in Denmark. Through digitalization, subscription services and other innovative concepts, Synsam Group is at the forefront of innovation in the Nordic optical retail market across multiple dimensions including customer journey, product offering and ESG. Synsam Group's share is traded on Nasdaq Stockholm (SYNSAM). www.synsamgroup.com