



## RugVista launches shareholder discount on the full assortment

RugVista Group AB (publ) introduces shareholder benefit in form of an all-year-round discount of 15 percent for its shareholders on all rugs and carpets in the company's web-shops. The shareholder discount applies to everyone who owns at least one Rugvista share.

"We are happy to announce this discount and welcome all our shareholders to explore and discover our extensive assortment of rugs and carpets including our RugVista Essentials collection developed for first time home makers", says Michael Lindskog, CEO at RugVista.

For more information on how to receive and use the shareholder discount and terms, please see <https://www.rugvistagroup.com/en/investors/shareholders-discount/>, or contact us at [shareholderservice@rugvistagroup.com](mailto:shareholderservice@rugvistagroup.com).

### Contact information

Michael Lindskog  
CEO

E-mail: [InvestorRelations@rugvistagroup.com](mailto:InvestorRelations@rugvistagroup.com)

### About RugVista Group AB (publ)

RugVista Group is one of Europe's leading "direct-to-consumer" e-commerce players and markets carpets and rugs through its own web-shops available in 20 different languages using the brands RugVista and CarpetVista. The company was founded 2005 and offers a wide and relevant selection of high quality design- and traditional carpets and rugs at attractive prices. RugVista Group offers its EU based customers free deliveries and returns free of charge.

The Group's operations are divided into three segments: Private consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is the Group's core segment.

RugVista Group employs approximately 85 FTEs and is headquartered in Malmö, Sweden. The RugVista Group AB (publ) share is traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG".