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PRESS RELEASE

Clarification regarding PDMR and shareholder notification reporting in Profoto Holding AB to SFSA

Today PDMRs in Profoto Holding AB are reporting transactions. To clarify these acquisitions are merely a part of the listing process as described in the prospectus, where Profoto Invest, the former parent company is selling its remaining shares directly to its owners. No new shares are acquired and the holdings are the same as described in the prospectus and on the webpage: www.investors.profoto.com

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Attachments

[Clarification regarding PDMR and shareholder notification reporting in Profoto Holding AB to SFSA](#)