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PRESS RELEASE

Board members of Profoto have acquired call options

Profoto Holding AB has been informed by the company's major owners, Burken Invest AB (Anders Hedebark) and Nedergransta Förvaltning AB, that board members of Profoto, have acquired call options on shares in Profoto Holding AB, issued by Burken Invest AB and Nedergransta Förvaltning AB.

In total, 962 500 call options have been acquired at market price and on terms that are assessed as market, of which Hans Eckerström (via company) has acquired 500,000 options. The offer has not included Anders Hedebark. The total market value of the options at the time of the transaction has been calculated to amount to SEK approximately four million.

The options are call options on shares in Profoto Holding AB and can be exercised during the period 1 November 2027 to 15 December 2027. The exercise price for acquiring one share amounts to SEK 74.50 per share. If upon exercise the share's market price exceeds a ceiling price of 128.45 kronor, then the exercise price shall be increased by an amount by which the market price exceeds the ceiling price. Furthermore, if and when during the term of the options the share's market price exceeds the ceiling price, the options may be exercised regardless that the exercise period has not yet started.

Profoto has not participated in the offer, which has been made by Burken Invest AB and Nedergransta Förvaltning AB on its own initiatives.

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About Profoto

Profoto was founded more than 50 years ago and has since then been a world leader in lighting equipment for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image creation – whatever the camera or situation. Creating great images is about mastering and shaping light. The end users are professional photographers and commercial customers, including major consumer brands and e-commerce companies. The company currently has sales in 54 countries worldwide. Net sales in 2023 totaled SEK 787m, with an EBIT margin of 26 percent. Profoto has approximately 140 employees at its headquarters in Stockholm and in subsidiaries in the US, Japan, China, Germany, France, England and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

Attachments

[Board members of Profoto have acquired call options](#)

