

PRESENTATION OF THE INSIDE INFORMATION

UNDER ART 7 OF REGULATION (EU) No 596/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF 16 APRIL 2014 ON MARKET ABUSE (Market Abuse Regulation)

About the circumstances occurred during the period 01.01.2025 – 30.09.2025

Date	NOTIFICATION
08.01.2025	<p>The Company has disclosed the following information to the FSC and the Public:</p> <p>In compliance with Article 114(2) in conjunction with Article 114a(9) of POSA, Shelly Group SE herewith announces that the Board of Directors of Shelly Group SE ("Shelly" / "the Company") has resolved on the grant of USD 700 thousand – additional cash contribution – to its US subsidiary Shelly USA Inc. The financing is granted for a period of one year and interest rate of 1% per annum. This financing is provided in addition to the additional cash contributions granted in 2022 and 2024 in the amount of USD 1 million and USD 400 thousand respectively, each of which the Board of Directors decided to extend for a further period of 1 year and on the same terms. Despite the growing revenues of the American subsidiary, these are still not sufficient to cover its cash needs to increase the company's market share in US and the losses from previous periods. The financing will provide Shelly USA Inc. With additional working capital for the development of the business in the US market and financial stability.</p>
09.01.2025	<p>The Company has disclosed the following information to the FSC and the Public:</p> <p>Herewith Shelly Group SE (Ticker: SLYG / ISIN: BG1100003166) ("Shelly Group" / "the Company"), according to preliminary data has achieved an increase in consolidated sales revenues from the sale of devices and related services of around 43% to c. EUR 107 million (c. BGN 209 million) in the financial year 2024 compared to the previous year. Thus, the consolidated sales revenues forecast of EUR 105 million (BGN 205 million) was slightly exceeded. It should be noted that Shelly Group initiated changes to the terms and conditions with its key accounts in Q4 2024, and offered volume-based bonuses, which are recognized as a reduction in sales revenues. On a comparable basis, growth was c. 45% to around EUR 109 million (c. BGN 213 million). The EBIT forecast for the financial year 2024 is confirmed. The revenue target of c. EUR 200 million for 2026 remains unchanged. The Company will officially disclose unaudited consolidated financials for FY 2024 on 24 February 2025 after the close of trading. Note: EUR/BGN exchange rate fixed at EUR 1 = BGN 1.95583.</p>
09.04.2025	<p>The Company has disclosed the following information to the FSC and the Public:</p> <p>Herewith Shelly Group SE (Ticker: SLYG / ISIN: BG1100003166) ("Shelly Group" / "the Company"), according to preliminary data has achieved an increase in consolidated sales revenues with Shelly devices and related services of around 29% to c. EUR 26.5 million (c. BGN 51.8 million) in the Q1 2025 compared to the previous year. In doing so, the Shelly Group significantly exceeded the sales revenue increase of up to 25% projected for Q1 2025.</p> <p>In view of the increasing sales revenues in the United States, but the still low share of US business in Group sales revenues, the Company expects the current customs disputes to have only an insignificant impact on the sales and earnings situation.</p> <p>The Company will officially disclose unaudited consolidated financials for Q1 2025 on 14 May 2025 after the close of trading. Note: EUR/BGN exchange rate fixed at EUR 1 = BGN 1.95583.</p>

30.05.2025	<p>The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Unikom Consult Ltd. - closely associated person discharging managerial responsibilities - Mr. Nikolay Martinov as member of the Board of Directors of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 46,141.20 and average price per share of EUR 46.1412 executed on 27.05.2025 on regulated market XBUL.</p>
19.06.2025	<p>The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from person discharging managerial responsibilities - Mr. Svetozar Iliev as Chief Financial Officer of Shelly Group SE for share transaction Subscription of shares in public offering procedure for employees of Shelly Group and its subsidiaries in total volume amount of EUR 1,433.66 and average price per share of EUR 0.51 executed on 16.06.2025 Outside a trading vanue.</p>
25.06.2025	<p>The Company has disclosed the following information to the FSC and the Public: Herewith Shelly Group SE announce that in execution of the resolution of the General Meeting of the Shareholders dated 2 June 2025 for dividend distribution, the Board of Directors has determined the following payment terms:</p> <p>The Board of Directors of Shelly Group PLC approves the following terms for payment of dividend: Start payment date: 07.07.2025 End payment date: 07.07.2026</p> <p>The dividend payment will be made through the Central Depository AD and in accordance with the requirements of the Public Offering of Securities Act and Ordinance 8 dated 12.11.2003 about the Central Depository, issued by the FSC. For the shareholders whose securities accounts are in Register A of the Central Depository /personal accounts/ the dividend will be paid through the branches of DSK Bank AD. For shareholders whose securities accounts are in Register B of the Central Depository /client sub-account with an investment intermediary/ the dividend will be paid through the respective investment intermediary with the assistance of the Central Depository.</p> <p>After the expiry of the dividend payment term, within the five-year limitation period, any shareholder who has not received his/her dividend will be able to receive it from the company in cash or by bank transfer after an explicit request for this, sent to the address of the company's head office - Sofia, Blvd. "Cherni Vrah" № 51, building 3, floor 2 and 3. Unreceived and unclaimed dividends after the expiry of the five-year limitation period shall be credited to the Company's Reserve Fund.</p>

08.07.2025	The Company has disclosed the following information to the FSC and the Public: Herewith Shelly Group SE (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”), according to preliminary data has achieved an increase in consolidated sales revenues with Shelly devices and related services of around 29% to c. EUR 53.9 million (c. BGN 105.4 million) in the Q2 2025 compared to the previous year. As such, the increase in sales revenues for Q2 2025 was in line with expectations. In view of the increasing sales revenues in the United States, but the still low share of US business in Group sales revenues, the Company expects the current customs disputes to have only an insignificant impact on the sales and earnings situation. The Company will officially disclose unaudited consolidated financials for Q2 2025 on 13 August 2025 after the close of trading.
18.07.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Christoph Vilanek - member of the Board of Directors of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 73,800.00 and average price per share of EUR 49.20 executed on 15.07.2025 on regulated market XMUN.
23.09.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Svetlin Todorov - member of the Board of Directors of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 9,700,000 and average price per share of EUR 48.50 executed on 18.09.2025 on regulated market outside trading venue.
23.09.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Svetlin Todorov - member of the Board of Directors of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 1,940,000 and average price per share of EUR 48.50 executed on 23.09.2025 on regulated market outside trading venue.
23.09.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Dimitar Dimitrov - member of the Board of Directors of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 11 569 603.30 and average price per share of EUR 48.0953 executed on 23.09.2025 XBUL. <i>(The correct date of the transaction according to notification dated 25.09.2025 is 19.09.2025)</i>

26.09.2025	The Company has disclosed the following information to the FSC and the Public: In reference to announced managers transactions and in accordance with Art. 148b in relation to Art. 100t POSA, we hereby inform you that the following notification for significant share participation has been received at the office of Shelly Group SE: • Notification under Art. 145 of the POSA by the shareholder Svetlin Todorov directly holding more than 5% of the voting rights, regarding the change of his shareholding, namely – to 28.00%, as of 23.09.2025 as a result of disposal of shares. The total number of the voting rights held by Svetlin Todorov following the change is 5 085 620 or 28.00 % of all voting rights of the Company’s capital; • Notification under Art. 145 of the POSA by the shareholder Dimitar Dimitrov directly holding more than 5% of the voting rights, regarding the change of his shareholding, namely – to 28.84%, as of 19.09.2025 as a result of disposal of shares. The total number of the voting rights held by Dimitar Dimitrov following the change is 5 237 564 or 28.84 % of all voting rights of the Company’s capital;
29.09.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Svetozar Iliev – Chief Financial Officer of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 52 000 and average price per share of EUR 52.00 executed on 24.09.2025 on regulated market XBUL.
29.09.2025	The Company has disclosed the following information to the FSC and the Public: Hereby and within the legally established term, we inform You that at the office of Shelly Group SE (ticker SLYG / ISIN: BG1100003166), has received notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Svetozar Iliev – Chief Financial Officer of Shelly Group SE - about share transactions (sale) of shares with ISIN: BG1100003166 in total volume amount of EUR 55 997.60 and average price per share of EUR 52.04 executed on 24.09.2025 on regulated market Xetra.

Detailed information about the important events that occurred during the reporting period for Shelly Group PLC, as well as other information that could be important for investors is regularly disclosed by the company in accordance with regulatory requirements. In compliance with the requirement of Art.43a et seq. of Ordinance No. 2 of FSC, in conjunction with Art. 100t, Para 3 of the POSA. The Company discloses the regulated information to the public through selected information media. All information provided to the media in fully unedited text is available at: <http://www.x3news.com/>. The required information is submitted to the FSC - through the unified system for submission of information electronically, developed and maintained by the FSC - e-Register. The information is also available on the Company’s website at: <https://corporate.shelly.com/>

In relation to the trading of the Company's shares on the Frankfurt Stock Exchange and the requirements of this regulated market, the Company discloses inside information via the electronic reporting system established and maintained by Deutsche Börse AG - the Exchange Reporting System (ERS). The inside information transmitted via the ERS is published on the Deutsche Börse investor portal (<https://www.boerse-frankfurt.de/>) and <https://www.dgap.de/>. Publication is made via an authorized intermediary EQS Group.

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 Dimitar Dimitrov, CEO
 Shelly Group SE