

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 01.01.2024 – 31.03.2024

Date	NOTIFICATION
10.01.2024	<p>The Company has announced to the FSC and to the Public the following information: Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces 57.2% year-on-year increase in revenue from sales of devices and related services to EUR 74.9 million (BGN 146.5 million) in FY 2023, based on preliminary data. The revenue from sales of Shelly IoT and smart home devices increased by 61.7%, amounting to EUR 73.2 million (BGN 143.2 million). Driven by strong Black Friday and Christmas sales, the consolidated revenue forecast of EUR 72.0 million (BGN 140.8 million) was strongly exceeded. The Company will officially disclose unaudited consolidated financials for FY 2023 on 26 February 2024 after the close of trading. Note: EUR/BGN exchange rate fixed at EUR 1 = BGN 1.95583. For further information, please visit corporate.shelly.com</p>
22.02.2024	<p>Shelly Group AD has exercised a call option to acquire an additional 16% stake of the share capital of its Slovenian IoT subsidiary Shelly Tech (formerly GOAP Računalniški inženiring in avtomatizacija procesov d.o.o. Nova Gorica).</p> <p>The exercise of the call option is the second stage of the acquisition of the Target Company based on an option agreement between Shelly and the shareholders of the Target Company signed and announced in January 2023.</p> <p>The total purchase price for the 16% stake under the exercised call option amounts to EUR 586,666.30 calculated in accordance with the conditions of the option agreement. The remaining 24% of the shares in the Target Company held by three individual shareholders are subject to a further call/put option exercisable in 2026 under the agreed terms.</p>
09.04.2024	<p>Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announced 45.5% year-on-year increase in revenue from sales of devices and related services to EUR 20.5 million (BGN 40.2 million) in Q1 2024, based on preliminary data. The revenue from sales of Shelly IoT and smart home devices increased by 46.4%, amounting to EUR 20.2 million (BGN 39.5 million).</p> <p>For the current financial year 2024, the Board of Directors expects revenue from sales of devices and related services of EUR 105.0 million (BGN 205.4 million) and earnings before interest and taxes (EBIT) likely to be above EUR 26.0 million (BGN 50.9 million).</p> <p>In the past financial year 2023, preliminary figures put revenue at EUR 74.9 million (BGN 146.5 million) and EBIT at EUR 19.1 million (BGN 37.4 million).</p> <p>The Company will officially disclose unaudited consolidated financials for Q1 2024 on 15 May 2024 after the close of trading.</p>
25.04.2024	<p>Shelly Group AD (“Shelly Group” / “the Company”), has been informed today that its shares (Ticker: SLYG / ISIN: BG1100003166) (“Shelly shares”) listed in the Prime Standard of the Frankfurt Stock Exchange, will be included in XETRA trading as of Monday, 29 April 2024. This makes Shelly Group the first Bulgarian company to be traded on Xetra. By uplisting from specialist trading on the</p>

	Frankfurt Stock Exchange to the fully electronic trading venue XETRA, the company expects more liquid trading in Shelly shares and the development of a broader investor base. Baader Bank AG is acting as Designated Sponsor. The Company has been listed on the Regulated Market of the Bulgarian Stock Exchange in Sofia since December 2016 and has had a secondary listing on the Regulated Market (Prime Standard) of the Frankfurt Stock Exchange since November 2021.
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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 AD