

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 01.01.2023 – 31.12.2023

Date	NOTIFICATION
04.01.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Allterco JSCo (ticker A4L / ISIN: BG1100003166) (“Allterco”) has announced the closing of the 1st stage of the acquisition of the Slovenian IoT provider GOAP Računalniški inženiring in avtomatizacija procesov d.o.o. Nova Gorica, (“GOAP” or the “Target Company”) which consisted in the acquisition of 60% of the share capital of the Target Company. The transaction is based on Share Purchase Agreements (“SPAs”) that were signed with all four GOAP shareholders. The total purchase price for the 1st stage transactions is EUR 2 million. The remaining 40% of the GOAP share capital belonging to three individual shareholders of GOAP are subject to Option Agreement that was signed together with the SPAs. Under the Option Agreement Allterco will have unconditional call options and the selling shareholders will have conditional put options on two packages of shares (the exercise of each of the sellers' options is conditional upon the achievement of certain minimum criteria of KPI, EBITDA and revenue within the period 2023 – 2025). One option amounts to 16% of GOAPs share capital and the other option amounts to 24% of GOAPs share capital. The aggregate price for the shares in case of the exercise of the options depends on the extent to which the conditions therefore are met and may range from EUR 699,999.70 (BGN 1,369,080.41) to EUR 3,449,998.60 (BGN 6,747,610.76). The transactions are executed in compliance with the resolution of the General Meeting of the Shareholders of Allterco from December 2022. With the acquisition, Allterco intends to expand its technology portfolio and thus extend its product offering for both customers and professional users. For further information, please visit allterco.com</p>
16.01.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Based on preliminary consolidated data as of the end of the fourth quarter of 2022, we hereby inform you of the following: Allterco JSCo announce a 56.1% year-on-year increase in FY 2022 in IoT revenue from sales of devices and related services to EUR 47.5 million (BGN 92.9 million), based on preliminary data. The revenue from sales of Shelly-branded smart home devices increased by 60.0%, amounting to EUR 45.2 million (BGN 88.4 million), followed by the revenue from sales of MyKi tracking devices, which increased by 20.6% to EUR 2.2 million (BGN 4.3 million). With these revenues, Allterco JSCo exceeded its revenue forecasts for FY 2022 of EUR 45-46 million. The Company will officially disclose consolidated financials for Q4 2022 on 1 March 2023, the Consolidated Annual Financial Report 2022 will be published on 28 April 2023</p>
05.04.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Based on preliminary data as of the end of the first quarter of 2023, we hereby inform you about the following: Allterco JSCo a 62.2% year-on-year increase in Q1 2023 in revenue from sales of devices and related services to EUR 14.2 million (BGN 27.8 million), based on preliminary data.</p>

	<p>The revenue from sales of Shelly-branded IoT devices increased by 63.9%, amounting to EUR 13.9 million (BGN 27.2 million), followed by the revenue from sales of MyKi tracking devices, which increased by 14.1% to EUR 0.3 million (BGN 0.6 million). The Company will officially disclose consolidated financials for Q1 2023 on 15 May. Note: EUR/BGN exchange rate as of 5 April 2023 - EUR 1 = BGN 1.95583.</p>															
15.05.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Herewith Allterco JSCo („Allterco” or the “Company”) announces its guidance for the current financial year 2023 and its medium-term growth targets to 2026. For the current financial year 2023, the Board of Directors expects IoT revenue from sales of devices and related services of EUR 72.0 million (BGN 140.8 million) compared to EUR 47.6 million in the previous year (BGN 93.1 million). 2023 earnings before interest and taxes (EBIT) are likely to be above EUR 17.0 million (BGN 33.2 million) compared to EUR 10.4 million in the previous year (BGN 20.3 million). Based on its expansion efforts and the market launch of new products, Allterco projects average annual growth of around 43.2% in the medium term to a revenue target of more than EUR 200.0 million by the end of 2026. For EBIT, the medium-term target is above EUR 50.0 million by the end of 2026, with average annual growth of around 48.1%.</p> <p>Medium-term growth targets 2023 – 2026 (in EUR million)</p> <table border="1"> <thead> <tr> <th>Targets</th> <th>2023 Guidance</th> <th>2026 Target</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>72.0</td> <td>>200.0</td> </tr> <tr> <td>Growth vs 2022 (in %)</td> <td>51.0%</td> <td>>320.0%</td> </tr> <tr> <td>EBIT</td> <td>>17.0</td> <td>>50.0</td> </tr> <tr> <td>EBIT Margin (in %)</td> <td>>23.0%</td> <td>>25.0%</td> </tr> </tbody> </table> <p>Note: EUR/BGN exchange rate fixed at EUR 1 = BGN 1.95583.</p>	Targets	2023 Guidance	2026 Target	Revenue	72.0	>200.0	Growth vs 2022 (in %)	51.0%	>320.0%	EBIT	>17.0	>50.0	EBIT Margin (in %)	>23.0%	>25.0%
Targets	2023 Guidance	2026 Target														
Revenue	72.0	>200.0														
Growth vs 2022 (in %)	51.0%	>320.0%														
EBIT	>17.0	>50.0														
EBIT Margin (in %)	>23.0%	>25.0%														
19.05.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Allterco JSCo (ticker A4L / ISIN: BG1100003166) (“Allterco”), a provider of IoT and smart home products based in Sofia, Bulgaria, announces herewith and within the legally established term informs that the following notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council was received at the office of Allterco JSCo: Notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Mr. Wolfgang Kirsch, in his capacity as a person discharging managerial responsibilities and namely – as Chief Executive Officer of Allterco JSCo, of transactions conducted by this person and on his own account as follows: purchasing of in total 4,100 shares of Allterco JSCo, (ISIN BG1100003166) on 16 May 2023 through FRAA (Frankfurt Stock Exchange) at average price of EUR 12.10 per share and namely: - Purchase of 600 shares at EUR 12.10 per share; - Purchase of 1500 shares at EUR 12.10 per share; - Purchase of 2000 shares at EUR 12.10 per share. The transactions are not linked to the exercise of share option programs.</p>															
01.06.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Herewith Allterco JSCo (ticker A4L / ISIN: BG1100003166) (“Allterco” / “the Company”) announces that the Company is going to place a total of 40,000 treasury shares (the “Treasury Shares”), representing 0.22% of the Company's total share capital, for sale on the Regulated Markets primarily of the Frankfurt Stock Exchange and alternatively of the Bulgarian Stock Exchange by 30</p>															

	<p>June 2023. As announced on 30 June 2022, Allterco acquired these shares through over-the-counter ("OTC") transactions on 30 June 2022 for the purpose of partial payment of the purchase price in the acquisition of the Slovenian IoT company GOAP d.o.o. Nova Gorica ("GOAP") and alternatively for the purposes of incentive programs for employees or offering to private investors. The Treasury Shares were however not used for the acquisition of GOAP nor for any incentive program. Under Art. 187(d) of the Bulgarian Commercial Act, the Company may not keep these Treasury Shares for longer than one year after purchasing them. Therefore, the Treasury Shares will be offered to private investors on the Regulated Markets primarily on the Frankfurt Stock Exchange and alternatively on the Bulgarian Stock Exchange within the one-year statutory period expiring on 30 June 2023.</p>
27.06.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>We hereby inform you that in reference to the Resolution of the General Meeting of Shareholders held on 19.06.2023 regarding the capital increase through a public offering of 50 981 shares pursuant to Art. 112(3) of the Public Offering of Securities Act, in which only the employees of Shelly Group PLC (former name Allterco JSCo) and its subsidiaries (Allterco Trading Ltd, Allterco Robotics Ltd and Allterco Properties Ltd) are entitled to participate, the Company has published an Information Document on the offering of shares from the capital increase of Shelly Group PLC, ISIN BG1100003166, addressed to employees of Shelly Group PLC and its subsidiaries pursuant to Article 1(4)(i) and Art. 1(5)(h) of Regulation (EU) 2017/1129. The Information document is available at:</p> <ul style="list-style-type: none"> • on the website of the Issuer at https://allterco.com/en/for-investors/public-offering/year-2023/ • on the webpage of the investment intermediary Karoll AD at https://karollbroker.bg/bg/capincrease-allterco-2023
30.06.2023	<p>Allterco JSCo (<i>current company name Shelly Group PLC</i>) has announced to the FSC and to the Public the following information:</p> <p>Herewith, Shelly Group PLC (the "Company") announces the results of the public offering of shares from the capital increase of the Company, which was dedicated for employees of the Company and its subsidiaries ("the Offering") and that was carried out in accordance with and under the conditions specified in the Resolution of the General Meeting of the Shareholders from 19.06.2023 and the Information document about the public offering of shares from the capital increase of Shelly Group PLC, ISIN BG1100003166, addressed to employees of Shelly Group PLC and its subsidiaries, issued in accordance with the requirements of Article 1(4)(i) and Article 1(5)(h) of Regulation (EU) 2017/1129, where all further terms and conditions of the Offering of shares from the capital increase, in addition to the resolution of the General Meeting of the Shareholders, were specified (the "Information Document"). Within the period of the Offering from 9:00 (EEST) on June 28, 2023 until 17:30 (EEST) on June 29, 2023 there were subscribed in total 50 946 new shares of the capital increase of the Company and the issue price of BGN 1,00 per share was paid for all of them on the accumulation account of the Company. Therefore, the capital increase shall be considered as successful. As a result of the Offering and the subscription of new shares from the capital increase of the Company there was raised the amount of BGN 50 946. The company and the authorized investment intermediary - Karoll AD have not encountered difficulties, disputes and the like related to the subscribing for the shares.</p>
03.07.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>Shelly Group PLC (ticker A4L / ISIN: BG1100003166) ("Shelly Group"), a provider of IoT and smart home products based in Sofia, Bulgaria, announces herewith and within the legally established term informs that the following notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council was received at the office of Shelly Group PLC: Notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council</p>

	<p>from Mr. Svetozar Iliev, in his capacity as a person discharging managerial responsibilities and namely – as Chief Financial Officer of Shelly Group PLC and Managing Director of “Allterco Robotics” EOOD, of transactions conducted by this person and on his own account in his capacity as employee – and as follows: purchasing of in total 4,619 shares of Shelly Group PLC (ISIN BG1100003166) from the capital increase of Shelly Group PLC, that was addressed to employees of the Company and its subsidiaries (including managers), on 29 June 2023 through the investment intermediary Karoll AD at an average price of EUR 1.00 per share. The transactions are not linked to the exercise of share option programs.</p>
11.07.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>Based on preliminary data as of the end of the second quarter of 2023, we hereby inform you about the following: Shelly Group PLC (ticker: A4L / ISIN: BG1100003166) (“Shelly Group” / “the Company”), previously: Allterco JSCo, announce hereby a 53.3% year-on-year increase in revenue from sales of devices and related services to EUR 28.0 million (BGN 54,8 million) in H1 2023, based on preliminary data. The revenue from sales of Shelly-branded IoT and smart home devices increased by 53.9%, amounting to EUR 26.8 million (BGN 52.4 million). The sales revenue of MyKi tracking devices decreased by 27.1% to EUR 0.6 million (BGN 1.2 million). The Company will officially disclose consolidated financials for H1 2023 until 16 August 2023. Note: EUR/BGN exchange rate EUR 1 = BGN 1.95583.</p>
11.07.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>In reference to an announcement, published on 30.06.2023, about the successful closing of initial public offering of shares from the capital increase of Shelly Group PLC (“the Company”), which was addressed to employees of the Company and its subsidiaries (“the Offering”), we hereby inform that the capital increase of 50 946 BGN representing 50 946 ordinary, registered, dematerialized, voting shares, with a par value of BGN 1 each, has been registered with the Commercial Register at the Register Agency. The capital of Shelly Group PLC following the increase amounts to 18 050 945 BGN, representing 18 050 945 ordinary, registered, dematerialized, voting shares, with a par value of BGN 1 each. The capital increase is a result of the successful public offering performed in the period 28.06.2023 – 29.06.2023 in accordance with Resolution of the General Meeting of the Shareholders of 19.06.2023 and Information Document under Art. 1, paragraph 4(i) in conjunction with Art. 1, paragraph 5(h) of Regulation (EC) 2017/1129.</p>
21.08.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>Shelly Group PLC (ticker SLYG / ISIN: BG1100003166) (“Shelly Group”), a provider of IoT and smart building products based in Sofia, Bulgaria, announces herewith and within the legally established term informs that the following notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council was received at the office of the Company: Notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council from Mr. Wolfgang Kirsch, in his capacity as a person discharging managerial responsibilities and namely – as Chief Executive Officer of Shelly Group PLC, of transactions conducted by this person and on his own account as follows: purchasing of in total 1,300 shares of Shelly Group PLC, (ISIN BG1100003166) on 17 August 2023 through XFRA (Frankfurt Stock Exchange) at average price of EUR 20.00 per share and namely: - - Purchase of 900 shares at EUR 20.00 per share; Purchase of 400 shares at EUR 20.00 per share; The transactions are not linked to the exercise of share option programs. For further information, please visit allterco.com.</p>
27.09.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>Notification under Art. 19, para. 3 of Regulation (EU) 596/2014 concerning transactions of a person performing managerial functions - Svetlin Todorov, member of the Board of Directors of Shelley</p>

	Group AD, namely. sale of 361,500 shares (EUR 6,868,500.00) at price of EUR 19.00 per share, made on 26.09.2023 outside a trading venue.
27.09.2023	<p>Shelly Group PLC has announced to the FSC and to the Public the following information:</p> <p>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 PLC: • Notification under Art. 145 of the POSA by the shareholder Svetlin Iliev Todorov directly holding more than 5% of the voting rights, regarding the change of his shareholding, namely – to 30.39 %, as of 26.09.2023 as a result of disposal of shares. The total number of the voting rights held by Svetlin Iliev Todorov following the change is 5 485 620 or 30.39% of all voting rights of the Company’s capital.</p>
02.10.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>Notification under Art. 19, para. 3 of Regulation (EU) 596/2014 regarding transactions of a person performing managerial functions - Dimitar Dimitrov, CEO of Shelly Group AD, sale of 71,000 shares (BGN 2,368,431) at a unit price per share of BGN 37.161, made on 28.09.2023 outside a trading venue.</p>
11.10.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>Shelly Group PLC (ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”), previously: Allterco JSCo, announce hereby a 49.4% year-on-year increase in revenue from sales of devices and related services to EUR 44.1 million (BGN 86.3 million) in 9M 2023, based on preliminary data. The revenue from sales of Shelly-branded IoT and smart home devices increased by 54,4%, amounting to EUR 43.00 million (BGN 84.00 million). The sales revenue of MyKi tracking devices decreased by 31.5% to EUR 1.1 million (BGN 2.2 million). With Shelly Group's focus on IoT and smart building solutions, MyKi no longer generates significant revenue and earnings contributions and will therefore no longer be included in the reporting of preliminary revenue figures in the future. The Company will officially disclose consolidated financial results for 9M 2023 until 14 November 2023.</p>
30.10.2023	The Company has disclosed to the FSC and to the Public Individual Financial Report as of the third quarter of 2023
10.11.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>The Board of Directors of Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”), has decided today to propose to the shareholders of the Company at an Extraordinary General Meeting the resolution to initiate a procedure for the transformation of the Company by changing its legal-organizational form from a joint stock company with its registered office in the Republic of Bulgaria to a European Company with its registered office in the Republic of Bulgaria in accordance with Article 281 et seq. of the Bulgarian Commercial Code and Article 2 (4) of Council Regulation (EC) No. 2157/2001 of 8 October 2001 on the Statute for a European Company (SE) (the “Transformation”). It is also proposed that the General Meeting of Shareholders instructs the Board of Directors to carry out any and all legal and factual actions with a view to preparing the Transformation. In addition, the Extraordinary General Meeting is to resolve on a change in the Board of Directors. In relation to the resignation request of the current Chairman of the Board of Director, Mr. Gregor Bieler, it is proposed that Mr. Christoph Vilanek be elected in his place, with a term of office that coincides with the term of office as this of the other current members of the Board of Directors, i.e., 5 January 2026. The change shall have effect as of 1 January 2024.</p> <p>For further information, please visit allterco.com</p>
06.12.2023	<p>The Company has announced to the FSC and to the Public the following information:</p> <p>Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces that the Company recorded an increase in Black Friday sales by 115.0% compared to the</p>

	<p>previous year to a total of EUR 14.5 million (BGN 28.4 million) with more than 1.1 million home automation devices sold. With the successful Black Friday sales, the Company reaffirms the guidance for financial year 2023 with an increase in revenues of 51.0% to EUR 72 million (BGN 140.8 million) and an increase in EBIT of at least 63.5% to EUR 17.0 million (BGN 33.2 million).</p> <p>Note: EUR/BGN exchange rate fixed at EUR 1 = BGN 1.95583.</p>
08.12.2023	<p>Shelly Group AD (ticker SLYG / ISIN: BG1100003166), a provider of IoT and smart building products based in Sofia, Bulgaria, announces herewith and within the legally established term that the following notification under Art. 19, para. 1 of Regulation (EU) № 596/2014 of the European Parliament and of the Council was received at the office of the Company: transaction of shares LEI: 89450071DGKD0KZ4HD95, ISIN BG1100003166 by person discharging managerial responsibilities - Wolfgang Kirsch - Chief Executive Officer (CEO) and namely purchase with price 20.50 EUR and volume(s) 24 989.50 EUR (1219 shares), date of the transaction 2023-12-06, 09:24:14 (UTC+2), place of the transaction Frankfurt Stock Exchange MIC: XFRA</p>

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 under section Inside Information 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