

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 – 31.12.2024

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 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.</p>
17.06.2024	<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 by persons discharging managerial positions about transactions with shares were received at the office of the Company:</p>
	<p>- From Dimitar Dimitrov - Member of the Board of Directors of Shelly Group AD regarding the sale on 12.06.2024 of 148,400 shares at a price of EUR 33.00 per share or a total of EUR 4,897,200</p>
	<p>- By Dimitar Dimitrov - Member of the Board of Directors of Shelly Group AD regarding the sale on 13.06.2024 of 151,600 shares at a price of EUR 33.00 per share or a total of EUR 5,002,800</p>
	<p>- From Svetlin Todorov - Member of the Board of Directors of Shelly Group AD regarding the sale on 13.06.2024 of 200,000 shares at a price of EUR 33.00 per share or a total of EUR 6,600,000</p>
25.06.2024	<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 by persons discharging managerial positions was received at the office of the Company: from Svetozar Iliev - CFO of Shelly Group AD regarding the subscription in the capital increase procedure for employees of 3,291 shares at a price of BGN 1.00 per share or a total of BGN 3,291</p>
26.06.2024	<p>Shelly Group PLC announced that in execution of the resolution of the General Meeting of the Shareholders dated 4 June 2024 for dividend distribution, the Board of Directors has determined the following payment terms: The Board of Directors of Shelly Group PLC approves the following terms for payment of dividend: Start payment date: 03.07.2024 End payment date: 03.07.2025 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. 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 Company.</p>

	Unreceived and unclaimed dividends after the expiry of the five-year limitation period shall be credited to the Company's Reserve Fund.
02.07.2024	Shelly Group PLC has disclosed that it has received a notification under Art. 1 of Regulation (EU) No 596/2014 of the European Parliament and of the Council concerning a transaction with shares of the Company carried out by Impetus Capital Ltd - a person closely related to a person with managerial functions – Nikolay Martinov – a Board member and namely - pledge of 162 000 shares
03.07.2024	In reference to an announcement, published on 25.06.2024, 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 54 614 BGN representing 54 614 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 18 105 559 BGN, representing 18 105 559 ordinary, registered, dematerialized, voting shares, with a par value of BGN 1 each. The capital increase is a result of the successful public offering under Art. 112(3) POSA, executed in the period 12.06.2024 – 21.06.2024 in accordance with Resolution of the General Meeting of the Shareholders of 04.06.2024 and Information Document under Art. 1, paragraph 4(i) in conjunction with Art. 1, paragraph 5(h) of Regulation (EC) 2017/1129.
09.07.2024	Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces 49.0% year-on-year increase in revenue from sales of devices and related services to EUR 41.7 million (BGN 81.6 million) in H1 2024, based on preliminary data. The Company will officially disclose unaudited consolidated financials for H1 2024 on 14 August 2024 after the close of trading
23.07.2024	<p>Sofia / Munich, 23 July 2024 – The Board of Directors of Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) has approved a Conversion Plan for the conversion of the Company into a European Company (“SE”) registered in Republic of Bulgaria in accordance with Article 2 (4) of Council Regulation (EC) No. 2157/2001 of 8 October 2001 on the Statute for a European Company (SE) (the “Conversion”). The preparations for the conversion were approved by the Extraordinary General Meeting of the Company on 18 December 2023.</p> <p>The plan for the conversion of Shelly Group AD into Shelly Group SE will be available on the Company's website in the IR section under Corporate Governance as of 23 July 2024.</p> <p>The Board of Directors of Shelly Group AD will propose the resolution to convert the company into an SE to the shareholders at an Extraordinary General Meeting planned for the fourth quarter of 2024.</p>
16.09.2024	In compliance with Art. 114(3) in conjunction with Art. 114a(9) of POSA, Shelly Group PLC („Shelly”/“the Company”) announces herewith that the Board of Directors has approved and the subsidiary company Shelly Properties Ltd. has established contractual mortgage over the real estates owned by that subsidiary. The mortgage is established in favor of “Allianz Bank Bulgaria” AD in relation to the financing that it provides to the buyer of 100% of the shared capital of Shelly Properties for the purpose of payment of part of the price of the transaction by agreed between the parties escrow mechanism. Shelly Properties Ltd. is not party to the financing agreement between the bank and the buyer. The establishment of the mortgage is

	imposed as a condition by the financing bank for the use of the financing provided to the buyer and is intended only for the specific purpose – financing of the purchasing of 100% of the shared capital of Shelly Properties Ltd. by the buyer.
08.10.2024	Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces 47.2 % year-on-year increase in revenue from sales of devices and related services to EUR 64.9 million (BGN 127 million) in 9M 2024, based on preliminary data. The Company will officially disclose unaudited consolidated financials for 9M 2024 on 13 November 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
10.10.2024	Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces that in relation to the sale of the subsidiary Shelly Properties Ltd. the Company has received from the members of the Board of Directors declarations under Art. 114b of POSA, indicating a change in the circumstances declared by them regarding their participation in other companies. This change relates to the circumstances declared by the members of the Board of Directors in accordance with Article 237 (3) of the Commercial Act in relation to matters that are subjects to the agenda of an extraordinary general meeting of shareholders of Shelley Group S.A. convened for 14 October 2024 and has occurred after the publishing of the invitation thereto. The updated declarations are available on the corporate website https://corporate.shelly.com/ under Corporate Governance, section Corporate Documents, subsection Declarations by the members of the Board of Directors
14.10.2024	Herewith Shelly Group AD (Ticker: SLYG / ISIN: BG1100003166) (“Shelly Group” / “the Company”) announces that today the Extraordinary General Meeting of Shelly Group resolved by a large majority in favor of the Board of Directors' proposal to convert the Company into a European Company (“SE”). The conversion of the Company into an SE with registered office in the Republic of Bulgaria in accordance with Article 2 (4) of Council Regulation (EC) No. 2157/2001 of 8 October 2001 on the Statute for a European Company (SE) (the “Conversion”) will be carried out by way of a change of legal form. The basis for the planned conversion is the conversion plan drawn up by the Board of Directors and available on the Company's website. The shareholders will hold the same number of shares in the Company after the conversion as before. The conversion will also have no effect on the stock exchange listing of Shelly Group AD and the tradability of the shares. After the conversion takes effect, the custody account holdings of shares in Shelly Group AD will be converted into shares in Shelly Group SE.
19.12.2024	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 by persons discharging managerial positions about transactions with shares were received at the office of the Company: - From Dimitar Dimitrov - Member of the Board of Directors of Shelly Group AD regarding the purchase on 18.12.2024 of 2 000 shares at a price of EUR 33.80 per share or a total of EUR 67 600
20.12.2024	Shelly Group SE (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:

- From Unikom Consult Ltd. - person closely associated with: Mr. Nikolay Martinov – BoD member of Shelly Group SE about transactions with shares – sale at average price of EUR 33.3776 per share and aggregated volume of EUR 200,265.600
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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 SE