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## Exercise of the over-allotment option in Viva Wine Group AB and end of the stabilisation period

As previously announced by Viva Wine Group AB (the "Company") on 6 December 2021 in connection with the offering to subscribe for shares in the Company (the "Offering"), and the listing of the Company's shares on Nasdaq First North Premier Growth Market, ABG Sundal Collier ("ABGSC") has, in its capacity as stabilisation manager, had the ability to carry out stabilisation transactions in the Company's share to support the market price at a higher level than might have otherwise prevailed in the market. No such stabilisation transactions have been carried out since the listing of the Company's shares on 14 December 2021 and due to the positive price development in the Company's share, ABGSC has decided to end the stabilisation period.

In connection with the Offering, Late Harvest Wine Holding 1971 AB and Vin och Vind AB (together the "Selling Shareholders") granted ABGSC and Skandinaviska Enskilda Banken ("**SEB**") an overallotment-option to acquire up to 3,673,468 existing shares (the "**Overallotment-option**"), corresponding to 15 percent of the shares in the Offering, in order to accommodate any over-allotment in the Offering. ABGSC and SEB have today notified the Selling Shareholders that the Overallotment-option has been fully exercised. ABGSC and SEB acquires 3,673,468 shares from the Selling Shareholders at a price of 49 SEK per share. The Company will not receive any additional proceeds as a result of the exercise of the overallotment-option.

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*Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine. The Group consists of a collection of entrepreneurial companies with head office in Stockholm, developed through organic growth and strategic acquisitions. Viva Wine Group develops, markets, and sells both wholly owned and partner brands and offers affordable quality wines from all over the world to consumers in locations such as the Nordic countries, Germany, Switzerland, Austria, France, and the Netherlands. Sustainability is one of our foremost driving forces and we are a leader within certified ethical and organic wine.*  
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This press release is not a prospectus for the purposes of Regulation (EU) 2017/1129 (the "**Prospectus Regulation**") and has not been approved by any regulatory authority in any jurisdiction. A prospectus has been prepared and in connection with the Offering and scrutinized by the Swedish Financial Supervisory Authority (Sw. Finansinspektionen) which is the national competent authority in Sweden with regard to the Prospectus Regulation and published by the Company thereafter.

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### Information to distributors

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended ("**MiFID II**"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "**MiFID II Product Governance Requirements**"), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the Company's securities have been subject to a product approval process, which has determined that such securities are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the "**EU Target Market Assessment**"). Solely for the purposes of each manufacturer's product approval process in the United Kingdom, the target market assessment in respect of the securities in the Company has led to the conclusion that: (i) the target market for such securities is only eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in Regulation (EU) No 600/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 ("**UK MiFIR**"); and (ii) all channels for distribution of such securities to eligible counterparties and professional clients are appropriate (the "**UK Target Market Assessment**" and, together with the EU Target Market Assessment, the "**Target Market Assessment**"). Notwithstanding the Target Market Assessment, Distributors should note that: the price of the Company's securities may decline and investors could lose all or part of their investment; the Company's securities offer no guaranteed income and no capital protection; and an investment in the Company's securities is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Offering.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II or UK MiFIR; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Company's securities.

Each distributor is responsible for undertaking its own target market assessment in respect of the Company's securities and determining appropriate distribution channels.

### Attachments

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