

Advisors retained in relation to contemplated listing of Jordanes AS

NOT FOR PUBLICATION, DISTRIBUTION OR RELEASE, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES, CANADA, AUSTRALIA, THE HONG KONG SPECIAL ADMINISTRATIVE REGION OF THE PEOPLE'S REPUBLIC OF CHINA, SWITZERLAND, SOUTH AFRICA OR JAPAN OR ANY OTHER JURISDICTION IN WHICH THE PUBLICATION, DISTRIBUTION OR RELEASE WOULD BE UNLAWFUL. THIS ANNOUNCEMENT DOES NOT CONSTITUTE AN OFFER OF ANY OF THE SECURITIES DESCRIBED HEREIN. OTHER RESTRICTIONS ARE APPLICABLE. PLEASE SEE THE IMPORTANT NOTICE AT THE END OF THE PRESS RELEASE.

Jordanes Investments AS has been informed that its parent company Jordanes AS ("**Jordanes**" or the "**Company**"), the Scandinavian consumer champion is contemplating an IPO on the Oslo Stock Exchange. Jordanes has retained Carnegie, DNB Markets, Berenberg and SpareBank 1 Markets as Joint Global Coordinators and Joint Bookrunners in connection with the contemplated IPO. Houlihan Lokey is acting as independent financial advisor to the Company in connection with the IPO.

If market conditions are favorable, the contemplated listing is expected to take place during 2023. If executed, the contemplated listing is expected to involve Jordanes raising new equity to strengthen the company's financial flexibility and to support growth initiatives, including further acquisitions. Jordanes Investments AS is an indirect wholly-owned subsidiary of Jordanes.

For further information, please contact:

Stig T. Sunde, Chairman of Jordanes AS

E-mail: stig.sunde@jordanes.no

Dag Teigland, CEO Jordanes AS

E-mail: dag.teigland@jordanes.no

Media enquiries:

Mats Samdahl Weltz, IR and Communications

Mobile: +47 95046330

E-mail: mats.samdahl.weltz@jordanes.no

About Jordanes AS:

Jordanes is a leading Scandinavian brand house focusing on everyday products and services. With a challenger mindset, we constantly seek to improve Scandinavians' lives by developing brands that people love.

Since our inception in 2007, we have continuously expanded our portfolio to include iconic brands such as Sørlandschips, Synnøve, Peppes Pizza and Bodylab. Our portfolio today includes more than 30 brands spanning across four complementary business areas: branded foods, international brands, fitness & beauty and casual dining.

Jordanes has more than 2 400 employees across the Scandinavian countries, the UK, and the Baltics together with 10 local production facilities in Norway, Sweden and Denmark.

Our brands reach the Scandinavian consumer across all channels and occasions throughout the day, with small-ticket everyday purchases. We will continue to build a passionate and agile brand house with products that are better for the consumer and the environment.

IMPORTANT INFORMATION

These materials may not be published, distributed or sent, directly or indirectly, into the United States, Canada, Australia, the Hong Kong Special Administrative Region of the People's Republic of China, Switzerland, South Africa or Japan. These materials do not constitute an offer of securities for sale or a solicitation of an offer to purchase securities (the "**Securities**") of Jordanes AS (the "**Company**") or Jordanes Investments AS in the United States, Norway or any other jurisdiction. The Securities of the Company and or Jordanes Investments AS may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"). The Securities of the Company and Jordanes Investments AS have not been, and will not be, registered under the Securities Act. United States of the securities mentioned in this communication will be made solely to "qualified institutional buyers" as defined in Rule 144A under the Securities Act.

Any offering of Securities will be made by means of a prospectus to be published that may be obtained from the Company or selling security holder, once published, and that will contain detailed information about the Company and its management, as well as financial statements. This announcement is not a prospectus for the purposes of Directive 2017/1129/EU, as amended (together with any applicable implementing measures in any Member State, the "Prospectus Regulation"). Investors should not subscribe for any Securities referred to in these materials except on the basis of information contained in the aforementioned prospectus. In any EEA Member State other than Norway (from the time the prospectus has been approved by the Financial Supervisory Authority of Norway, in its capacity as the competent authority in Norway, and published in accordance with the Prospectus Regulation as implemented in Norway) that has implemented the Prospectus Regulation, this communication is only addressed to and is only directed at "qualified investors" in that Member State within the meaning of Article 2(1)(e) of the Prospectus Regulation ("Qualified Investors"), i.e., only to investors to whom an offer of securities may be made without the requirement for the Company nor Jordanes Invest AS to publish a prospectus pursuant to Article 3 of the Prospectus Regulation in such EEA Member State.

In the United Kingdom, these materials are only being distributed to and are only directed at persons who (i) are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) (the "Order") or (ii) are persons falling within Article 49(2)(a) to (d) of the Order (high net worth companies, unincorporated associations, etc.) (all such persons together being referred to as "Relevant Persons"). These materials are directed only at Relevant Persons and must not be acted on or relied on by persons who are not Relevant Persons. Any investment or investment activity to which this document relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Persons distributing this communication must satisfy themselves that it is lawful to do so.

This communication may contain certain forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intends", "estimate", "will", "may", "continue", "should" and similar expressions. The forward-looking statements in this announcement are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors, which are difficult or impossible to predict and are beyond the Company's control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking

statements. The information, opinions and forward-looking statements concluded in this announcement speak only as of its date and are subject to change without notice.

This information is considered to be inside information pursuant to the EU Market Abuse Regulation (MAR) and is subject to the disclosure requirements pursuant to MAR article 17 and section 5-12 of the Norwegian Securities Trading Act. This stock exchange release was published by Jørgen Gran, VP General Counsel, on 30 March 2023 at 07:00 CET.