



Malmö April 28, 2023

RugVista Group AB (publ) invitation to Rugvista's Capital Markets Day

Rugvista welcomes investors, analysts, and financial media to a Capital Markets Day on May 25th, 2023.

The Capital Markets Day will be held at our premises at Frihamnsallén 10, Malmö, with the possibility to participate digitally. Together with additional members of the company's management team, CEO Michael Lindskog will provide an update on Rugvista's current development and focus areas.

Agenda for the day:

| Subject | Presenter |
|--|---------------------------|
| Presentation of Rugvista's vision, long-term strategy, and ongoing initiatives to achieve our goals | Michael Lindskog, CEO |
| Introduction to our world of rugs, including a presentation of our range of products and product development, as well as our purchasing strategy | Carin Terins, CDPO |
| Background on Rugvista's brand positioning, target customers, and plan for the journey to become a well-known and beloved brand | Ulrika Klinkert, CMO |
| Presentation of our new e-commerce platform and how it enables the fulfillment of our long-term strategy | Peter Rosenfors, CTO |
| Presentation of our sustainability vision and strategy, as well as what we are doing to contribute to and inspire a more environmentally and socially sustainable future | Patricia Widgren, COSO |
| Review of Rugvista's finances and our medium- to long-term financial goals | Joakim Tuvner, CFO |
| Q&A | Carl Deijenberg, Carnegie |

The day will be moderated by Carl Deijenberg from Carnegie, and all presentations will be in English.

Participants are welcome from 9:30 am, with the program starting at 10:00 am and ending with a light lunch at 12:30 pm. Registration should be made to InvestorRelations@rugvistagroup.com no later than May 19th, 2023.

The Capital Markets Day will also be live-streamed, with the opportunity to submit written questions. No registration is required to participate in the webcast.

Link to participate via live streaming: <https://ir.financialhearings.com/rugvista-group-cmd-2023>

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About Rugvista

Rugvista is one of Europe's leading "direct-to-consumer" e-commerce players and markets carpets and rugs through its own web-shops available in 20 different languages using the brands Rugvista and CarpetVista. The company was founded 2005 and offers a wide and relevant selection of high-quality design- and traditional carpets and rugs at attractive prices. Rugvista offers its EU based customers free deliveries and returns free of charge.

The business is divided into three segments: Private consumers (B2C), Business consumers (B2B), and Marketplaces & Other (MPO). The B2C segment represents the consumer market and is Rugvista's core segment.

Number of coworkers within Rugvista Group is approximately 90 FTEs and the company is headquartered in Malmö, Sweden. The RugVista Group AB (publ) share is traded on Nasdaq First North Premier Growth Market under the ticker symbol "RUG".