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The distribution issue of shares to the general public in Viva Wine Group heavily oversubscribed – welcomes more than 3,500 shareholders

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The final outcome of the distribution issue of shares to the general public in Viva Wine Group AB (publ) (“Viva Wine Group” or the “Company”), announced on 23 September 2025 (the “Offering” or the “Share Distribution”), shows that applications for subscription of approximately 3,260,000 shares were received, corresponding to approximately 407 percent of the total number of shares in the Offering. As a result of the Share Distribution, Viva Wine Group obtains more than 3,500 shareholders, compared to 5,400 shareholders of the Company as of 31 August 2025. The subscription price has been set at SEK 33.09 per share, and the number of newly issued shares in the Offering amount to 800,000. Viva Wine Group’s Board of Directors has today resolved on allocation in accordance with the allocation principles set out in the information document published on 23 September 2025.

The Offering in brief

The Offering comprised a maximum of 800,000 newly issued shares and was directed to the general public in Sweden. The subscription price of SEK 33.09 has been determined based on the volume-weighted average price of the Company’s share on Nasdaq First North Premier Growth Market during the subscription period, which took place between 24 September and 30 September 2025, with a discount of eight (8) percent. By broadening the shareholder base to include more investors from the general public, Viva Wine Group is strengthening the conditions for increased liquidity in the trading of its shares, creating a more diversified ownership structure, and a broader, long-term interest in the Company’s development ahead of the transfer of the listing to the main market, Nasdaq Stockholm.

The outcome

There has been a strong interest from the general public, and the Offering was heavily oversubscribed. The number of shares in the Offering amount to 800,000, and at a subscription price of SEK 33.09 per share, Viva Wine Group will receive proceeds of approximately SEK 26.5 million before deduction of costs attributable to the Offering. At the same time, Viva Wine Group obtains more than 3,500 shareholders compared to 5,400 shareholders as per 31 August 2025.



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Through the Offering, the number of shares in Viva Wine Group will increase by 800,000 – from 88,831,884 to 89,631,884 shares, corresponding to a dilution effect of approximately 0.9 percent.

Comment from CEO Emil Sallnäs

"The strong interest in subscribing for shares in Viva Wine Group is very encouraging and demonstrates the high level of confidence in our continued growth journey and well-established position in the European wine market. With a broader shareholder base, liquidity in trading of the share will improve and engagement will increase ahead of our upcoming transfer to Nasdaq Stockholm. We look forward to continuing to develop the Company together with both new and existing shareholders, through growth, strategic acquisitions and long-term value creation."

Advisors

Avanza Bank AB (publ) is acting as financial advisor and Baker McKenzie is acting as legal advisor to Viva Wine Group in connection with the Offering.

For further information, please contact:

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About Viva Wine Group

Viva Wine Group is a leading European wine group offering a wide range of quality wines to monopoly markets, retailers, restaurants and consumers. Through a large number of operating companies with a strong entrepreneurial spirit, the Company develops, markets and sells wines under both its own and partner brands. Viva Wine Group values a decentralised business model that allows scope for innovation while creating a common platform for synergies and economies of scale that drive value creation. With a strong track record, the Company focuses on generating profitable growth through the continuous development of its customer offering, complemented by strategic acquisitions. Viva Wine Group's share has been listed on Nasdaq First North Premier Growth Market since 2021.

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This press release does not identify or suggest, or purport to identify or suggest, the risks (direct or indirect) that may be associated with an investment in the Company. The information contained in this announcement relating to the Offering is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this press release or its accuracy or completeness. Avanza is acting for Viva Wine Group in connection with the Offering and no one else and will not be responsible to anyone other than Viva Wine Group for providing the protections afforded to its clients nor for giving advice in relation to the Offering or any other matter referred to herein. Avanza is not liable to anyone else for providing the protection provided to their customers or for providing advice in connection with the Offering or anything else mentioned herein.

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Forward-looking statements

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's and the group's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company and the group operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. 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 Company does not guarantee that the assumptions underlying the forward-looking statements in this press release are free from errors and readers of this press release should not place undue reliance on the forward-looking statements in this press release. The information, opinions and forward-looking statements that are expressly or implicitly contained herein speak only as of its date and are subject to change without notice. Neither the Company nor anyone else undertake to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, except as required by law or the Nasdaq First North Growth Market Rulebook for Issuers of Shares.

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 offered shares have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of



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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 "**Target Market Assessment**").

Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares in the Company may decline and investors could lose all or part of their investment; the shares in the Company offer no guaranteed income and no capital protection; and an investment in the shares in the Company 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 (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 shares in the Company.

Each distributor is responsible for undertaking its own Target Market Assessment in respect of the shares in the Company and determining appropriate distribution channels.

Attachments

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