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Stockholm, 27 July 2023

To the bondholders in:

ISIN: SE0015243472 – Humble Group AB (publ) maximum SEK 500,000,000 senior secured callable fixed rate bonds 2021/2024

CONDITIONAL NOTICE OF EARLY REDEMPTION

This conditional notice of early redemption (the “Notice”) has been sent on 27 July 2023 to Bondholders directly registered as of 26 July 2023 in the debt register (Sw. *skuldbok*) kept by the CSD. If you are an authorised nominee under the Swedish Central Securities Depositories and Financial Instruments Accounts Act or if you otherwise are holding Bonds on behalf of someone else on a securities account, please forward this Notice to the Bondholder you represent as soon as possible.

Reference is made to the terms and conditions of the abovementioned bond issue (the “**Bonds**”) issued by Humble Group AB (publ) (the “**Issuer**”), with first issue date on 5 January 2021 in accordance with the terms and conditions for the Bonds (the “**Terms and Conditions**”).

All capitalised terms used herein and not otherwise defined in this Notice shall have the meaning assigned to them in the Terms and Conditions.

The Issuer hereby gives conditional notice to all Bondholders for early redemption of the Bonds in full in accordance with Clause 12.3 (*Early voluntary total redemption (call option)*) of the Terms and Conditions (the “**Redemption**”). Subject to the condition described below, the Redemption Date is set to 22 August 2023 and the Record Date for the early redemption will be 15 August 2023, *i.e.* five (5) Business Days prior to the Redemption Date.

The Redemption is conditional upon fulfilment of customary conditions precedent for utilisation under the SEK 1,650 million term loan and revolving facilities agreement entered into with SEB, Nordea and SEK (in accordance with the press release published by the Issuer on 20 June 2023) prior to the Record Date (the “**Condition**”).

The fulfilment of the Condition will be confirmed to the Bondholders through a press release. Should the Condition not be satisfied prior to the Record Date, the Redemption will not occur (unless the Condition has been waived by the Issuer in its sole discretion) which will, in such case, be confirmed to the Bondholders through a press release.

If the Condition is satisfied or waived by the Issuer, the Redemption will be unconditional and all outstanding Bonds (as of the Record Date) will be redeemed at the redemption price of 100.95 per cent. of the total outstanding Nominal Amount (*i.e.*, SEK 1,261,875 per Bond) (the “**Redemption Price**”).

Any accrued and unpaid interest will also be paid in respect of the Bonds in accordance with the Terms and Conditions. The Redemption Price together with accrued and unpaid interest up to and including the Redemption Date (the “**Redemption Amount**”) will be paid on the Redemption Date to each person who is registered as owner of Bonds in the debt register maintained by Euroclear Sweden at end of business on the Record Date.

In connection with the Redemption, the Bonds will be delisted from Nasdaq First North.

This Notice of early redemption is irrevocable, subject to the Condition described herein, and is governed by Swedish law. This Notice is for information purposes only and is not to be construed as an offer to purchase or sell or a solicitation of an offer to purchase or sell with respect to any securities of the Issuer.

For further information, please contact the Issuer at:

Simon Petrén, CEO

E-mail: simon.petren@humblegroup.se

Stockholm, 27 July 2023

Humble Group AB (publ)