

Gothenburg, March 15, 2023

Go North Group AB (publ) exercises its option to issue subsequent bonds in an amount equivalent to SEK 150 million

Go North Group AB (publ) AB, 559252-2188

Go North Group AB (publ) (“Go North” or the “Group”) has exercised its option to issue underwritten subsequent bonds in an amount of SEK 150,000,000 (or the equivalent in USD) (the “Subsequent Bond Issue” or the “Subsequent Bonds”) under the Group’s existing senior secured floating rate bond framework of up to SEK 550,000,000 equivalent (ISIN NO0012829847 and ISIN NO0012829854). The Subsequent Bonds will be issued at 100% of par.

Proceeds from the Subsequent Bond Issue will be used to finance general corporate purposes, including investments and acquisitions.

Settlement of the Subsequent Bond Issue is expected to be on 22 March 2023.

Pareto Securities AB acted as sole bookrunner and Roschier Advokatbyrå AB acted as legal advisor in connection with the Subsequent Bond Issue.

For more information, please contact:

Johan Hallenby, CEO/Founder

Phone: +46 735 070 707

E-mail: johan.hallenby@gonorth.co

Information:

This information is information that Go North Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 19:15 CET on 15 March 2023.

About Go North:

Go North Group AB (publ), acquiring and scaling Amazon FBA brands has in just over a year built a portfolio of 30 brands, diversified across a variety of Amazon categories, ranging from pets, sports, and outdoors to kitchen supplies. In parallel, Go North has now built a team of about 50 people, with several key hires coming with Amazon Aggregators and marketplace experience, spread across Europe, the US, and Asia. Continued investments in technology and data are business critical and within the Go North DNA, to ensure strengthen our processes, and make data-driven, informed decisions to create future repeatable and scalable profit growth for the group.



Johan Hallenby
CEO/Founder
Go North



johan.hallenby@gonorth.co
(+46) 735 070707
Go North Group AB, Norra Allégatan 5,
41301 Gothenburg, Sweden
gonorth.co