

## Public offering and personnel offering of Puulo have been oversubscribed and the subscription periods ended

18.6.2021 16:00:00 EEST | Puulo Oyj | Other information disclosed according to the rules of the Exchange

Puulo Plc

Stock Exchange Release

18 June 2021 at 4:00 p.m. EET.

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Puulo Plc's (the "**Company**" or "**Puulo**") initial public offering to private individuals and entities in Finland (the "**Public Offering**") and to the Company's and its subsidiaries' employees as well as the members of the Board of Directors and the management team of the Company (the "**Personnel Offering**") has been multiple times oversubscribed. The Company's Board of Directors and Puulo Invest Holding AB, a company ultimately owned by Adelis Equity Partners Fund I AB and companies that are directly or indirectly owned by Adelis Equity Partners Fund I AB that are shareholders of the Company ("**Adelis**"), have decided to end the subscription period for the Public Offering and the Personnel Offering in accordance with the terms and conditions of the initial public offering today on 18 June 2021 at 4:00 p.m. EET.

The institutional offering continues in accordance with the terms and conditions of the initial public offering.

### Further enquiries

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### Information about Puulo

Puulo is a Finnish retail store chain established in 1982, known in particular for its wide product assortment, low prices, good store locations and convenient shopping experience. The company is focused on, in particular, do-it-yourself, household and pet products. As at 30 April 2021, Puulo had 32 stores in different parts of Finland and rapidly growing online store, which is an important part of Puulo's omnichannel approach. Due to its successful store concept, Puulo has become one of the leading players in the Finnish discount retail market, and it is one of the largest retailers in Finland focusing on consumer goods, measured by net sales.

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### **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 shares have been subject to a product approval process, which has determined that the shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II (the “**Target Market Assessment**”); and (ii) eligible for distribution

through all distribution channels as are permitted by MiFID II. Notwithstanding the Target Market Assessment, distributors should note that: the price of the shares may decline and investors could lose all or part of their investment; the shares offer no guaranteed income and no capital protection; and an investment in the shares 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. Each distributor is responsible for undertaking its own Target Market Assessment in respect of the shares and determining appropriate distribution channels.

## **Contacts**

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## **Attachments**

- [Download announcement as PDF.pdf](#)