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17 February 2023

Sosandar plc

("Sosandar" or the "Company")

Close of Retail Offer

Further to the announcement on 08 February 2023, Sosandar plc (AIM: SOS), one of the fastest growing fashion brands in the UK, creating quality, trend-led products for women of all ages, is pleased to announce that it has successfully closed the Retail Offer via the Bookbuild platform, which was significantly oversubscribed.

A further announcement will be made in due course confirming details of the result of the Retail Offer.

Save as otherwise defined, capitalised terms used in this announcement have the meanings given to them in the announcement released by the Company at 7.00a.m. 08 February 2023.

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About Sosandar plc

Sosandar is one of the fastest growing women's fashion brands in the UK targeting style conscious women who have graduated from price-led alternatives. The Company offers this underserved audience fashion-forward, affordable, quality clothing to make them feel sexy, feminine, and chic. The business sells predominantly own-label exclusive product designed in-house.

Sosandar's product range is diverse, providing its customers with an array of choice for all occasions across all women's fashion categories. The company sells through Sosandar.com and has brand partnerships in place with Next, John Lewis, Marks & Spencer, The Very Group, JD Williams and J Sainsbury.

Sosandar's strategy is to continue growing brand awareness and expand its customer database, whilst also further driving its high levels of customer retention. This is achieved through its exceptional products, seamless customer experience and impactful, lifestyle marketing activities all of which is underpinned by combining innovation with data analysis.

Sosandar was founded in 2016 and listed on AIM in 2017. More information is available at www.sosandar-ir.com

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