

Sosandar plc

("Sosandar" or the "Company")

Appointment of Interim Non-Executive Chairman

Sosandar PLC (AIM: SOS), one of the fastest growing fashion brands in the UK, creating quality, trend-led products for women of all ages, announced on 06 February 2023 the sad and sudden news of the death of its Non-Executive Chairman Bill Murray.

Nick Mustoe, Non-Executive Director, will become Non-Executive Chairman with immediate effect on an interim basis until a permanent Chairman is appointed.

Nick Mustoe, Interim Non-Executive Chairman of Sosandar, said:

"While it is in incredibly sad circumstances that I take this role, as Bill was a fantastic Chairman and has left a lasting legacy to the business, I am proud to have been appointed as Interim Non-Executive Chairman. I look forward to working with Ali, Julie, Steve and the rest of the Board as the Group continues to move forward on its journey to become one of the largest womenswear brands globally."

Enquiries

Sosandar plc

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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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