

Date: 20 August 2024
On behalf of: Sosandar plc ('Sosandar' or 'the Company')
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Sosandar plc

Third store agreement signed with Metrocentre near Newcastle

Sosandar plc (AIM: SOS), one of the fastest growing fashion brands in the UK, creating quality, trend-led products for women of all ages, announces that it has signed a lease agreement for its third store in the North-East's Metrocentre. The store is expected to open in October in time for the key Christmas trading period and will follow the opening of Sosandar's first two stores in Chelmsford and Marlow in September.

Metrocentre is a top five UK super regional mall, located in Gateshead, outside Newcastle. Metrocentre was visited by 14.4 million people in 2023, an increase on the prior year. Sosandar's store will sit in the heart of Metrocentre's Platinum Mall, which is home to higher-end and designer stores, alongside other highly regarded brands such as Jo Malone, Harrods' H Beauty, and Hobbs.

This is the third store that Sosandar has signed this calendar year, with a number of others in the latter stages of legal processes and further prospective stores across a broader set of locations identified and under review.

Ali Hall and Julie Lavington, Co-CEOs at Sosandar, commented: "We are pleased to announce the third location for our Sosandar stores. We have a strict criteria of opening stores in top tier, thriving locations where Sosandar customers over-index, and Metrocentre ticks all these boxes. Metrocentre has a reputation for hosting a versatile range of fashion retailers and we look forward to the official opening of our store in the coming months."

Enquiries

Sosandar plc
Julie Lavington / Ali Hall, Joint CEOs
Steve Dilks, CFO

www.sosandar.com
c/o Alma PR

Singer Capital Markets
Peter Steel / Tom Salvesen / Alaina Wong

+44 (0) 20 7496 3000

Alma Strategic Communications
Sam Modlin / Rebecca Sanders-Hewett / Kinvara Verdon

+44 (0) 20 3405 0205
sosandar@almastrategic.com

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 lower quality, 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 and tested 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 a number of high value brand partnerships including with Next and Marks & Spencer.

Sosandar's success has been built on an exceptional product range, seamless customer experience and impactful, lifestyle marketing, all of which is underpinned by combining innovation with data analysis. Our growth strategy is focused on continuing to grow brand awareness and expand our addressable market and routes to market, reaching customers wherever they wish to shop. This is achieved both through direct to consumer channels and through chosen third party partners.

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

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