

Date: 19 September 2024
On behalf of: Sosandar plc ('Sosandar' or 'the Company')
Embargoed until: 0700hrs

Sosandar plc

Launched in store with Arnotts, Ireland

First two own stores now open

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 launched in-store with Arnotts, the oldest and largest department store in Ireland.

Sosandar initially started selling online with Arnotts and will now be sold in Arnotts' store in central Dublin, alongside other brands such as Longchamp, AllSaints, Jigsaw and Barbour. Sosandar has seen strong demand from customers in Ireland since its inception and this well-established customer base will now be able to interact with the brand through an additional physical channel.

The Arnotts store is located on Henry Street, on the north side of central Dublin. Together with the Brown Thomas chain of department stores, it is owned by the UK-based The Selfridges Group.

Sosandar is also delighted to announce that its first two stores are now open in Chelmsford and Marlow. Chelmsford is a vibrant and affluent city within the London commuter belt with a population of nearly 200,000 people and was a natural choice for a Sosandar store. Marlow is a thriving riverside town, where Sosandar customers over-index. Marlow attracts footfall from both London and the Home Counties, with 32,000 visitors daily, making it a varied hive of activity and the perfect spot for the Sosandar brand.

Ali Hall and Julie Lavington, Co-CEOs commented:

"Arnotts is a well-established and upmarket department store in Dublin, well suited to Sosandar's high quality product range, and we're excited for the opportunity the partnership presents. Our products were well received online with Arnotts and we're delighted to now be able to offer our Irish customers a more personalised in-store shopping experience."

"The launch with Arnotts comes amidst the opening of our first two stores, in the vibrant and affluent towns of Chelmsford and Marlow. The reception since opening has been nothing short of fantastic and we are grateful to the people of Chelmsford and Marlow for giving us such a wonderfully warm welcome."

Enquiries

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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 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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