

Date: 15 October 2024
On behalf of: Sosandar plc ('Sosandar' or 'the Company')
Embargoed until: 0700hrs

Sosandar plc

Notice of Half Year Trading Update

Sosandar plc (AIM: SOS), the women's fashion brand, creating quality, trend-led products for all ages, will announce its trading update for the six-month period ended 30 September 2024 on Tuesday 22 October 2024.

In line with previous trading updates, the Company will be hosting a Q&A call for analysts and investors at 8.30 am BST on the morning of the announcement. If you would like to register for the call, please follow this link: https://bit.ly/SOS_H1_trading_update

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About Sosandar plc

Sosandar is an established women's fashion brand 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 its own stores, 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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