

13 January 2026

Sosandar plc
(‘Sosandar’ or ‘the Company’)

Trading Update

Momentum continues to build, with significant growth in own site revenue
Trading in line with Full Year expectations

Sosandar plc (AIM: SOS), the women's fashion brand, creating quality, trend-led products for women of all ages, provides the following trading update covering the three-month period ended 31 December 2025 (Q3 FY26).

Highlights:

- Revenue up 10% to £13.4m (Q3 FY25: £12.2m)
- Continued momentum in own site performance, with revenue up 27% on the prior year
- Gross margin of 66.0%, up from 64.7% in the prior year, driven by an improved intake margin
- M&S continues to trade with stock levels below the prior year following the cyber incident, with stock levels expected to normalise by Spring 2026
- Encouraging performance through stores, with sales ahead of the prior year
- Strong net cash of £9.7m at 09 January 2026 (£9.5m at 22 November 2025) after returning £0.8m to shareholders through market purchases of the Company's shares
- Q3 performance in line with management expectations and on track to meet market expectations for the full year*

** Sosandar believes that current market expectations for the year ending 31 March 2026 are revenues of £43.6 million and profit before tax of £0.4 million.*

The strong trading in H1 continued into the second half, delivering further revenue growth of 10% over Q3, to £13.4m (Q3 FY25: £12.2m). Central to this is the momentum in Sosandar's own site, the cornerstone of our brand, delivering a revenue increase of 27% on the prior year.

This performance has been driven by higher site traffic, improved conversion rates and increased order volumes from new and existing customers, all of which speak to the success of Sosandar's product range and marketing strategy. Gross margin also continues to strengthen. Overall trading remains in line with market expectations for the current financial year.

Ali Hall and Julie Lavington, Joint-CEOs of Sosandar plc, commented: *"We're pleased to see the positive momentum has continued into the second half of the financial year, with continued revenue growth and improved margins. The foundations have been laid for sustained profitable and cash-generative growth and we are excited for what 2026 will bring."*

Enquiries

Sosandar plc

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About Sosandar plc

Sosandar is a 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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