

To: *Bursa de Valori București S.A.*  
*Autoritatea de Supraveghere Financiară*

## CURRENT REPORT 6/2022

According to Law nr. 24/2017 regarding issuers of financial instruments and market operations, ASF regulation nr. 5/2018 regarding the issuers of financial instruments and market operations and/or the Bucharest Stock Exchange Rulebook for Multilateral Trading System.

Date of report	<b>14.09.2022</b>
Name of the Company	<b>Teilor Holding S.A.</b>
Registered Office	<b>42 Șos. Pipera, 17<sup>th</sup> floor, Globalworth Plaza, Bucharest, District 2, Romania</b>
Phone	<b>+40 31 860 21 01</b>
Email	<b>investors@teilorholding.com</b>
Website	<b>www.teilorholding.com</b>
Registration nr. with Trade Registry	<b>J40/15841/2021</b>
Fiscal Code	<b>RO 44897782</b>
Subscribed and paid share capital	<b>350,453,000 lei</b>
Symbol traded instruments	<b>TEI26, TEI26E</b>
Market where securities are traded	<b>Bonds - SMT</b>

**Important events to be reported:** H1 2022 highlights for TEILOR S.R.L.

The management of Teilor Holding S.A. (hereinafter referred to as the "Company") informs the bondholders regarding several key aspects recorded in the first half of 2022, related to the activity of TEILOR S.R.L. (hereinafter referred to as "TEILOR"), the luxury jewelry chain, part of the Company, as well as its plans for the following years.

In the first half of 2022, TEILOR further strengthened its position of a luxury jewelry brand on the local and European markets through campaigns with local ambassadors in Poland and Bulgaria, as well as by developing a strategy of establishing the brand as consumer's first choice in the engagement rings and bridal segments. Moreover, TEILOR was present through several collaborations at the Red Carpet premieres, at international events such as the Cannes Film Festival.

Consequently, in Romania, TEILOR generated sales worth RON 124 million in the first half of 2022, an increase of 44% compared to the same period last year, when it recorded sales worth RON 86 million. Moreover, the number of sold products increased by 13% compared to the first half of 2021.

The consumer behaviors and demand have fluctuated in the first six months of 2022, in the context of resuming travel, the war, inflation and interest rates increase. However, in the first half of 2022, the main item sold by TEILOR in Romania continued to be the engagement ring, which amounted to an increase of 23% in sales, compared to the same period last year. Wedding rings also registered a significant advance of 34% due to the increase in weddings in the summer of 2022. The best-selling products in the first part of 2022 were diamond wedding rings and microsetting engagement rings, followed by solitaire rings.

# TEILOR

Diamond earrings and diamond rings remained the most sought-after jewelry items, registering double-digit increases year-on-year. The most notable increase, of 82%, was in diamond tennis bracelets, one of the biggest jewelry trends in the last years. Moreover, TEILOR noticed that more and more Romanians are choosing gold or platinum bracelets or pendants as gifts to mark important moments, such as birthdays or anniversaries.

As part of its expansion strategy, TEILOR opened 6 new stores in H1 2022 (3 in Romania, 1 in Poland, 1 in Czech Republic and 1 in Hungary), while also upgrading 3 other stores located in Romania. For the second half of the year, TEILOR plans 2 more openings in Poland and several Romanian store upgrades.

Considering the external economic, political, and social context, as well as the market specifics and brand positioning needs, TEILOR will focus between 2022 and 2024 on consolidating the presence in the existing markets (over 60 stores in Romania, Poland, Hungary, Bulgaria and Czech Republic). Starting with 2025, TEILOR will explore expansion in Germany, Austria, Slovakia and other markets, targeting opening of 4-6 new stores per year in premium plus locations.

The Company has decided to disclose to the market the information presented above, to ensure equal treatment for all interested parties, as such information has also been requested by the bank of the Company, as part of an ongoing financing agreement. The consolidated financial results for H1 2022 of TEILOR Holding S.A. will be reported on September 30, 2022, after market closes, in line with the financial calendar of the Company.

Mircea VARGA

Chairman of the Board of Directors