



Anora Group’s Board of Directors decided on a new plan period within the share-based long-term incentive scheme for the management and selected key employees

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Anora Group’s Board of Directors decided on a new plan period within the share-based long-term incentive scheme for the management and selected key employees

The Board of Directors of Anora Group Plc has approved the commencement of a new plan period within the share-based long-term incentive scheme for the Company’s management and selected key employees. The scheme comprises a Performance Share Plan (also “PSP”) for the top management and other key employees and a Restricted Share Plan (also “RSP”) as a complementary structure for individually selected key employees in specific situations.

Anora Group originally announced the establishment of the long-term incentive scheme by a stock exchange release issued on 9 June 2022.

Performance Share Plan (PSP) 2023–2025

The next individual plan within the PSP structure, PSP 2023–2025, commences as of the beginning of 2023 and the potential share rewards thereunder will be paid during H1 2026. The payment of the rewards is conditional on the achievement of the performance targets set by the Board of Directors for the plan.

The performance measures based on which the potential share reward under PSP 2023–2025 will be paid are revenue growth, earnings per share (EPS), the relative total shareholder return of the Company’s share and a measure based on the **Sustainalytics ESG rating**.

Eligible for participation in PSP 2023–2025 are approximately 54 individuals, including the members of Anora Group’s Executive Management Team.

If the performance targets set for PSP 2023–2025 are fully achieved, the aggregate maximum number of shares to be paid based on this plan is approximately 667,000 shares (referring to gross earning before the withholding of the applicable payroll tax).

The estimated aggregate gross value of this plan, based on the current value of Anora Group's share, is approximately EUR 4.9 million. The materialized value of the Plan may deviate from this estimate, depending on share price development and the degree to which the performance targets set for the Plan are achieved.

Restricted Share Plan (RSP) 2023–2025

The next individual plan within the RSP structure, RSP 2023–2025, commences as of the beginning of 2023 and the potential share rewards thereunder will be paid during H1 2026 at

the latest.

The aggregate maximum number of shares to be paid based on RSP 2023–2025 is approximately 67,000 shares (referring to gross earning before the withholding of the applicable payroll tax).

The estimated aggregate gross value of this Plan, based on the current value of the Anora Group's share, is approximately EUR 0.5 million. The materialized value of the plan may deviate from this estimate, depending on share price development and the amount of share grants made within the plan.

Other terms

The value of the reward payable to participants based on the plans is limited by a share price development-based cutter.

Anora Group applies a share ownership recommendation to the members of the company's Executive Management Team. According to this recommendation each member of Anora Group's Executive Management Team is expected to retain in his/her ownership at least half of the shares received under the share-based incentive plans of the company until the value of his/her share ownership in the company corresponds to at least his/her annual gross base salary.

ANORA GROUP PLC

Board of Directors

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Anora is a leading wine and spirits brand house in the Nordic region and a global industry forerunner in sustainability. Our market-leading portfolio consists of our own iconic Nordic brands and a wide range of prominent international partner wines and spirits. We export to over 30 markets globally. Anora Group also includes Anora Industrial and logistics company Vectura. In 2022, Anora's pro forma net sales were EUR 665 million and the company employs about 1,100 professionals. Anora's shares are listed on Nasdaq Helsinki.