



PRESS RELEASE

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USWE Sports AB and KTM partner on co-branded hydration backpack

USWE Sports AB today announced that KTM North America and KTM AG have placed an order for co-branded USWE/KTM hydration backpacks for the 2025 season.

The initial order is worth approximately \$60,000 and the products will be made available to KTM dealers around the world starting with the 2025 season. In total, KTM AG has about 2,900 dealers in its network and manufactures about 280,000 KTM motorcycles per year.

It has been a long-term goal for USWE to be able to offer co-branded products in KTM's extensive dealer network.

"Making hydration packs for KTM AG is an important milestone that we have been working to achieve for a long time. KTM is considered by many to be the leading motorcycle brand in enduro and hard enduro where USWE is dominant in hydration packs. The order means that our products will be made available in new channels, and we give ourselves an opportunity to reach new customers in motorsport. We see it as a first step in a long-term partnership that has the potential to grow both by widening the scope of products as well increasing the sales."

Jacob Westerberg, CEO, USWE Sports

"We always keep a very close eye on the market when it comes to customer wishes. With this cooperation, we are taking a further step towards always offering our customers the best products in customized KTM design.

Our joint product plan has also already been finalized. In 2026, we will also be able to offer the products to our Husqvarna and GASGAS customers. The expansion of the cooperation therefore has a solid foundation."

Axel Giesen, Vice President PG&A, KTM AG

About KTM

KTM is one of the world's most renowned motorcycle brands. KTM AG is part of the Pierer Mobility Group, which also includes motorcycle brands such as Husqvarna, GASGAS and MV Agusta.

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The shares in USWE Sports AB are admitted to trading on Nasdaq First North Growth Market with ticker code "USWE". Västra Hamnen Corporate Finance AB is Certified Adviser to the company and can be contacted through ca@vhcorp.se or +46 (0) 40 200 250.

About Us

USWE ("you-swii") designs and produce bounce-free backpacks and hydration packs for the international sport- and outdoormarket. The product range has focus on high-speed activities like mountain bike, motor sports, skiing and trail running. All backpacks are based on our own designed and patented system called - No Dancing Monkey™. The product offering also include bicycle apparel in the premium segment which are sold under the trademark VOID Cycling. In July 2022 the Oregon, USA based company Giant Loop LLC was acquired. Giant Loop is specialised on packing bags for off road motorcycles.

USWE was founded in 2007 in Skåne, Sweden and today we have the whole world as our market through a well-established distribution network and web sales from our own web shop and via Amazon. The product range include backpacks, hydration backpacks, hip belts, cycling apparel and soft packing bags for off road motorcycles.

Attachments

[USWE Sports AB and KTM partner on co-branded hydration backpack](#)