

Haypp Group shares its perspective of being a listed e-commerce company

The Swedish eCommerce outlet Ehandel.se has published an article about the stock market development and the large number of e-commerce business that were listed during 2021. Haypp Group was one of the companies asked about their perspective, as a newly listed e-commerce company.

Markus Lindblad, Head of External Affairs at Haypp Group, says the company will stick to its core, delivering nicotine to the customers in the best and most convenient way:

"As a listed company, our focus is to deliver according to the strategy and on our financial goals. This means, among other things, a focus on growth rather than profitability in the short term and to further strengthen the leading position in our category. Not only in the Nordic countries, but also in the US, the UK, and the German-speaking parts of Europe".

Read the full article (in Swedish) [here](#).

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

About Us

The Haypp Group is spearheading the global transformation from smoking to healthier product alternatives. With origins in Scandinavia our extensive experience from pioneering markets in smoke free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in 9 countries where we serve more than 375 000 active and loyal consumers.

Image Attachments

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Attachments

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