

PRESS RELEASE

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LMK Group's Linas Matkasse brand is now exclusive mealkit partner to WeightWatchers in Sweden

The collaboration now enters the next phase when Linas Matkasse becomes the exclusive mealkit partner of WW WeightWatchers in Sweden, after having shared the assignment with a player in the grocery trade up until now. First announced less than a year ago, the partnership was launched to consumers at the turn of the year, enabling WeightWatchers to reach a larger part of the Swedish population than before. In the past nine months, thousands of households have tested the service and have been able to simplify their everyday life by avoiding planning and purchasing for their weekday dinners.

The collaboration includes a common mealkit concept, based on WeightWatchers' unique weight loss method with Points calculated® recipes, which Linas Matkasse sells, packages and distributes through its own developed tech solutions and distribution system. WeightWatchers' mealkits contain tasty, healthy and Points-calculated recipes that suit the whole family, with fresh, high-quality ingredients from Linas Matkasse.

- We are proud that the collaboration has turned out so well that we are now the exclusive partner of WeightWatchers in Sweden. Our respective companies complement each other very well and customers have taken to our joint offer, which is proof that our partnership strategy is successful, says Walker Kinman, CEO at LMK Group.

- We are very happy about the collaboration with Linas Matkasse. It makes it possible for us to reach even more people in Sweden and help them in putting together their everyday puzzle, while eating healthily. With a mealkit from WeightWatchers, everyone in the family gets the opportunity to enjoy good and healthy food, says Karin Nileskog, nutrition expert at Weight Watchers.

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About LMK Group

LMK Group was founded in 2008 with the vision of simplifying everyday life by offering a large variety of inspiring meals delivered directly to the customer's front door. Today, the group is a leading supplier of meal kits in the Nordic region and a leader in Scandinavian foodtech. The group operates in Sweden, Norway and Denmark under the brands Linas Matkasse, Godtlevant, Adams Matkasse and RetNemt. In 2022, the Group generated SEK 1.1 billion in revenue and delivered approximately 17 million meals to its customers. LMK Group is listed on Nasdaq First North Premier Growth Market. Certified Adviser: FNCA Sweden AB, info@fnca.se

Image Attachments

ViktV Ktarna Lada LMK 09976 1920 (1)

Attachments

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