

Boozt

Press Release

MALMÖ, SWEDEN, FEBRUARY 25, 2025

Boozt to establish headquarters in Copenhagen

[Malmö, Sweden, 2025-02-25]: Boozt, the leading Nordic online department store, announces the plan to establish headquarters in Copenhagen, Denmark.

“The strategic decision to establish Boozt’s headquarter in a capital city provides us with the best possible platform to grow and develop our business in line with our long-term aspirations,” said Hermann Haraldsson, co-founder & CEO.

The new office premises, Krystallen, is centrally located in Copenhagen, offering excellent connectivity to both Denmark and Sweden, where the company has its main operations. The establishment of a Copenhagen headquarters will offer improved access to a dynamic business environment and a robust talent pool that aligns with Boozt’s ambitions.

“Our ambition is to remain among Europe’s most successful e-commerce companies. The timing of this establishment reflects our growth and development needs, supporting the continued positive momentum that has defined our journey,” said Hermann Haraldsson.

Procedures and timeline for the establishment of the headquarters are currently being finalised. Boozt is expected to relocate to the new Copenhagen premises in the first quarter of 2026.

Krystallen office address:

Kalvebod Brygge 1, 1560 Copenhagen, Denmark

For additional information, please contact:

Magnus Thorstholm Jensen / Investor Relations / Phone: +45 30 50 44 02 / Email: matj@boozt.com

Ask Kirkeskov Riis / Media Relations / Phone: +45 53 62 54 60 / Email: askr@boozt.com

Image Attachments

[Boozt CPH HQ](#)