



PRESS RELEASE

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USWE Sports Partners with Epic Series

USWE Sports AB Partners with the Epic Series, across European and African mountain bike stage races, to provide riders with their technical know-how and industry leading products. USWE Sports will be the official hydration pack and luggage partners of the Epic Series for 2024 and beyond.

USWE Sports AB has signed a partner- and sponsorship agreement with Cape Epic (part of the IRONMAN Group) to be the official partner for Hydration packs, travel luggage and activity packs in their Epic Series. USWE products will be sold at the five major mountain bike races in the Epic Series Global Mountain Bike Events from 2024. All qualified riders of the first event – Absa CAPE EPIC 2024 – will receive the new USWE Buddy 100 Travel bag, special edition.

“For USWE Sports it all started in 2018, when one of the top teams reached out to us for the upcoming Absa Cape Epic race,” Jacob Westerberg, CEO USWE Sports AB, relayed. “Since then, our packs have been used by more and more riders, every year. Today, we are proud to say that USWE packs are used in most MTB marathons and gravel races. This journey began with the Absa Cape Epic. This is the arena where we believe that USWE changed the game of MTB hydration. We are more than excited to be the official luggage and hydration pack partner of the Epic Series and are looking forward to meet all the racers out there through the series.”

“It is always great when an innovative and rider-centric brand like USWE joins the Epic Series family,” Jonathan Meintjes, the Epic Series’ Head of Mountain Biking South Africa, stated. “USWE reintroduced hydration packs to mountain biking and made them a performance product through exceptional product design. For a race like the Absa Cape Epic, where the temperatures can soar into the 40s and the distances between aid stations can be as much as 30 kilometres having easy access to fluids, thanks to a hydration pack, keeps riders safe.”

Along with their hydration packs, which will be on sale in the official race merchandise store USWE Sports will also hold the technical partner rights to all travel luggage and activity packs, including roller bags and leisure backpacks.

USWE Sports will join across the Absa Cape Epic, 4Islands MTB Croatia, Andorra Epic Pyrenees, SPAR Swiss Epic and FNB Wines2Whales from 2024. The initial sponsorship agreement runs through 2026 with the option to extend into 2027 and beyond. Participants in the Epic Series events and fans of the races visiting the race villages will be able to browse USWE products in the events’ official merchandise stores.

More information on the Epic Series, and all the races within it, can be found at www.epic-series.com.

More about USWE and their products, can be found at www.uswe.com.

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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

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