

Vuxen Group launches WooMe in Austria – scaling its German-language platform to the next market

Vuxen Group AB has launched WooMe in Austria at www.woome69.at. The launch uses the same platform, assortment and commercial model already established in Germany, and is the next step in the Group's strategy to scale sexual wellness e-commerce in Europe without building a corresponding local organisation.

Following the successful launch of WooMe in Germany, Vuxen Group is now expanding in the German-speaking market. Austria has a population of approximately 9.2 million and shares language, customer journey and logistics conditions with Germany.

WooMe offers a broad assortment within sexual health and wellness, including both established third-party brands and the Group's own brands. The customer experience is built on modern, secure e-commerce with fast and discreet delivery. The launch also increases distribution of the Group's own brands and broadens its European customer base.

The Austrian site follows the path already set: WooMe in Germany in late 2024, the English-language EU store woome69.com in 2025, and now a country-specific launch in Austria. The ambition is a scalable European e-commerce platform in sexual wellness, where each new market runs on the same infrastructure.

"Germany showed that our model works outside the Nordics. Austria is the next logical step – we take an already built platform to a new German-speaking market instead of starting over. That is how we want to expand in Europe: more business, not more organisation," says Tobias Fransson, CEO of Vuxen Group.

WooMe in Austria is available at www.woome69.at

For further information

Tobias Fransson, CEO

tobias@vuxengroup.com

About Vuxen Group

Vuxen Group is a Nordic e-commerce group with a clear focus on sexual health and wellbeing. Through the Vuxen, WooMe and Blushme brands, the Group offers a broad range of carefully selected products within sexual health and wellness. Vuxen Group's ambition is to make sexual health a natural and enriching part of everyday life.

For more information, please visit www.vuxengroup.com.

Vuxen Group's shares are listed on Nasdaq First North Growth Market under the ticker VUXEN.

The Company's Certified Adviser is Eminova Fondkommission AB, +46 8 684 211 10,

adviser@eminova.se.

Attachments

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