



PRESS RELEASE

26 August 2024 14:00:00 CEST

In 2025, USWE will be the preferred brand for MTB riders

When 10,000 MTB cyclists share their purchasing plans for 2025, USWE emerges as one of the strongest brands. Of those planning to buy a hydration pack, 17.8% say they will choose USWE. This moves USWE up to second place in the survey. With a linear trend curve for the coming years, it is clear that Camelbak and USWE will swap places as the most preferred brand in the segment.

The annual survey is conducted by Vital MTB and focuses on MTB riders' planned purchases for the coming season. The survey asks 10,000 cyclists on an international basis about product purchases and which brands they will choose. 42.9% of the cyclists surveyed live in the US, where USWE also has its strongest market.

"Our main initiatives are to expand our distribution channels in the US to reach consumers more easily. Demand is strong and we see many signs that it is growing. Vital MTB clearly shows this and is good proof that our most important initiative right now, to build a strong dealer network in the US, is absolutely right".

Jacob Westerberg, VD USWE Sports, AB

Länkar till undersökningen:

Vital MTB trends:

<https://www.vitalmedianet.com/vitalmtb-trends>

The 2024 Survey:

<https://mtb.survey.vitalmedianet.com/?year=2024>

Trends in diagram, see attachment.

Contacts

Jacob Westerberg, CEO, USWE Sports AB

Tel: +46 (0) 732-344 318

Email: jacob.westerberg@uswe.com

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.

Image Attachments

VITAL MTB Survey

Attachments

In 2025, USWE will be the preferred brand for MTB riders