



PRESS RELEASE
24 June 2021 10:30:00 CEST

Polygiene technology in new USWE running vests

Advanced, 100% Bounce-Free and Ergonomic Design Built for Extended Hours on the Move

Malmö, Sweden June 24, 2021 - Outdoor and sport brand USWE® (<https://www.uswe-sports.com>), is starting up a partnership with fellow Swedish firm Polygiene® to provide running vests that defeat odor and last longer. USWE specializes in bounce-free backpacks and hydration packs for mountain biking, running, cross-country skiing and motorsport. It is now expanding the products in its Pace range of advanced running vests, with the Pace 2 and the Pace 8, for spring /summer 2021.

Both vests feature USWE's patented No Dancing Monkey™ Vest Harness System, which holds the vest snug while allowing for a full range of motion and no restrictions on breathing during high levels of activity, meaning longer and more comfortable runs.

In addition, the vests in the Pace series are treated with Polygiene BioStatic Stays Fresh technology from Polygiene.

The technology inhibits the growth of odor-causing bacteria and stops the odor at the source, permanently. It therefore reduces the number of times a product needs to be washed or cleaned, saving energy, time and money, as well as prolonging the lifespan of the vest.

Jacob Westerberg, USWE Sports AB, CEO, comments: "For USWE sustainability is important in all aspects of our company. We are looking at this first project together with our friends at Polygiene as the first of many exiting projects together in order to really make a difference. The Polygiene treatment of our running vest series Pace will make the lifespan of our products longer and reduce the impact on the environment significantly. We are excited to provide our customers the opportunity to take part in this project and excited to interact with our customers to learn more on how they perceive it".

USWE has a strong global presence, with the US market accounting for approximately 60% of its sales, followed by the Nordic region with 16%, the rest of Europe 12%, and rest of the world 12%.

As it looks to further expand the business, USWE is also launching an IPO, with the company joining the Nasdaq First North Growth Market today (24 June).

“Since the start USWE has been focusing on innovative solutions for sport and outdoor products. We have always been looking for new ways in a conservative business. The listing on Nasdaq First North is an important milestone for us and supports us to continue this journey. The listing makes us cover a new dimension in our customer interaction where our customer can be share owners of USWE Sports AB. “, says Jacob Westerberg, USWE Sports AB CEO.

“USWE has a unique offer thanks to their patented and user-friendly harness system for backpacks and hydration packs. We share the same values in terms of sustainability and prolonging the life of gear and equipment, which means that users can take full advantage of these products during high intensity activities for many years. We look forward to being part of their future journey and wish them luck on their introduction to the Nasdaq First North Growth Market today”, says Ulrika Björk, Polygiene CEO.

About Polygiene

As the world leader in stays fresh technologies, Polygiene want to change the way we view products – from fast consumables to durables. They treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 200 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, they now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com.

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About USWE:

Founded in 2007, USWE (“you-swii”) designs bounce-free backpacks and hydration packs for Mountain biking, Trail Running, Speedhiking, Skiing and Off-road Motorcycle riding. The unique shape and suspension of our patented, award-winning harness design - NDM™ (No Dancing Monkey™) offer full mobility and breathing capacity, with a range of pack sizes and styles to carry all the gear and essentials for any action sport.

We’ve built every USWE pack with meticulous attention to the details, offering versatility, comfort and adjustability that result in a perfect fit for each individual and need. Our growing range of packs includes daypacks, hydration hip belts, packs and protector and commuter backpacks. Learn more at <https://www.uswe-sports.com>.

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Västra Hamnen Corporate Finance är Bolagets Certified Adviser på Nasdaq First North Growth Market och kan nås på ca@vhcorp.se eller +46 (0) 40 200 250.

Attachments

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