

DAGAB DECIDES TO TREAT ALL ITS ROSES WITH OPTIBOOST FOR MORE SUSTAINABLE SALES

Today OptiCept Technologies has, through its partner APH, signed a commercial agreement for the treatment of cut flowers with Dagab. During autumn of 2021, extensive evaluations of the OptiBoost technology were carried out together with APH and Dagab including 200 grocery stores, results that now lead to Dagab choosing to treat all its roses with OptiBoost.

Dagab's vision is to treat more than just roses as soon as possible and OptiCept's ambition is to develop the method so that it can happen.

The treatment of roses for Dagab will be done by the wholesaler APH via the agreement and machine that OptiCept already has with APH. OptiCept's value of this transaction is estimated to be approximately SEK 3-5 million per year.

Dagab is part of the Axfood Group and is responsible for assortment, purchasing, and logistics for all of Axfood's market concepts. They deliver the grocery assortment to about 600 own and collaborating stores within Axfood. The Group strives to be the best in the industry in terms of sustainability.

During the evaluation, OptiBoost showed a significant impact in terms of waste, as it was reduced by half and at the same time achieved a sharp increase in sales.

The commercial agreement is a step in further strengthening its sustainability mindset and reducing wastage in the flower segment while offering consumers a better product.

"Customer satisfaction and sustainability are key issues for us at Dagab. During the evaluation we carried through, we saw very good results and therefore we now choose to implement the method fully. We look forward to reducing wastage and gaining even more satisfied customers." says Daniel Månsson, category area manager for fruit, vegetables & flowers, Dagab.

"It is fantastic that the Axfood Group, as the first grocery chain in the world, decides to treat its cut flowers with OptiBoost. We look forward to more store chains following suit." Says Johan Möllerström, CEO, OptiCept Technologies

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About Us

OptiCept Technologies AB (publ) provides the food and plant industry with technological solutions that contribute to a more sustainable world and enable climate-smart economic growth. OptiCept optimizes biological processes - Increased extraction from raw material, extended shelf life, reduced waste, and improved quality (taste, aroma, color, nutritional content) of the final product.

The positive effects of technology increase efficiency for our customers, better products for the consumers, and minimal impact on our environment. Through patented technology in PEF (pulsed electric field) and VI (Vacuum Infusion), the technology opens up new business opportunities for the food and plant industry worldwide. OptiCept's vision is to contribute to a sustainable world by offering efficient green cutting-edge technology that is easy to use in the areas of FoodTech and PlantTech.

The company is located in Lund and the share is traded on the Nasdaq First North Growth Market. Erik Penser Bank is a Certified Adviser and is available at 08-463 80 00 or certifiedadviser@penser.se.

This information is information that OptiCept Technologies is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-04-27 11:35 CEST.

Attachments

Dagab decides to treat all its roses with OptiBoost for more sustainable sales