

Refine Group's subsidiary Lybe enters strategic partnership with Skydda in digital commerce

Refine Group AB (publ) ("Refine") announces that its wholly owned subsidiary Lybe Sweden AB ("Lybe") has entered into a new strategic partnership with Skydda i Sverige AB ("Skydda"), one of the Nordic region's leading suppliers of personal protective equipment and workplace safety products, and a subsidiary of Ahlsell.

Through the partnership with Lybe, Skydda aims to further strengthen its position as a digitally leading player in the industry across the Nordic market. To continue growing and meet rising customer expectations, the company is investing in an advanced e-commerce platform that combines Lybe's proprietary headless storefront built in React, an integration hub enabling seamless connections to PIM, ERP, and logistics systems - all built on the proven foundation of Adobe Commerce Cloud.

"This is one of the most extensive digital initiatives we have undertaken. After selecting the platform, it was an obvious choice to carry out this migration project together with Lybe. The new platform is designed to meet customers' increasing demands, create room for future growth, and enable the development of entirely new digital offerings. Together, this creates a stable, scalable, and future-proof platform - essential for our long-term competitiveness," says Johan Törnblad, CEO of Skydda.

Lybe's solution, together with Adobe Commerce Cloud, will not only provide a more stable and cost-efficient operation, but also serve as a driver of innovation - enabling new digital business models, personalized customer experiences, advanced data analytics, intelligent self-service functions, and entirely new ways of creating customer value.

"The project is complex, with high demands on integrations, user experience, and flexibility. Yet it's precisely this combination that will empower Skydda to focus on what builds competitiveness: faster innovation, greater customer value, and improved profitability. We are proud to be a partner in this journey," says Håkan Jonsson Bodvar, CEO of Lybe Sweden AB.

The partnership further strengthens Lybe's position as a strategic provider within complex B2B commerce.

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About Refine Group

Refine is an owner of assets within digital commerce. The Company's shares are listed on Nasdaq First North Growth Market. Eminova Fondkommission AB (phone: +46 (0)8-684 211 10, email: adviser@eminova.se) is the Company's Certified Adviser.

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