

Haypp Group – the 12th highest valued e-retailer in Sweden according to Breakit

Breakit, The Swedish business outlet, has released its yearly e-commerce report in which it ranks and reviews the 50 most valuable Swedish e-commerce retailers. Among the listed companies, Haypp Group is ranked at 12th place with a market cap of SEK 1,100 million.

Press release 18 March 2022

In the accompanying analysis, Breakit brings attention to Haypp Group's success within the nicotine pouch segment, emphasizing increased sales and the attainment of leading positions in several of Haypp Group's Growth markets:

"The company has received a tough start on the stock exchange after the listing in October last year and the share price is down about 50 percent. Looking at the company's growth, it appears much more promising, especially for the company's sales of nicotine pouches. Haypp Group has managed to attain a leading position in several fast-growing markets, for example in the USA and the UK. Expect that the focus will be on continued rapid growth in the future, not least through new acquisitions."

Breakit publishes yearly its e-commerce report in which it reviews the previous year and offers an outlook on the current year. This year's edition, for the first time ever, included a list ranking the most valuable e-commerce retailers. In total, 35 unlisted and 15 listed companies, valued at between SEK 250 million and SEK 10 billion are included on the list.

Read more (in Swedish) about the report and how to access it here: <https://www.breakit.se/>.

For more information and contact:

Markus Lindblad

Head of External Affairs:

+46(0)708153983

markus.lindblad@hayppgroup.com

Niklas Alm

Head of Investor Relations:

+46(0)708244088

niklas.alm@hayppgroup.com

Haypp in brief

The Haypp Group is spearheading the global transformation from smoking to risk-reduced product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke free alternatives, as well as being a leader in the e-commerce sector, is now bringing our vision to a global scale. With ten e-commerce store brands, the Haypp Group is present in seven countries where we served more than 680,000 active consumers during 2021.

Image source: Breakit, E-handelsrapporten 2022

Image Attachments

[Breakit, E-handelsrapporten 2022](#)

Attachments

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