

Refine Group's subsidiary Lybe becomes a Shopify Plus Partner - first in Sweden with a dedicated B2B team

Lybe Sweden AB ("Lybe"), a subsidiary of Refine Group AB (publ) ("Refine Group"), has taken a dual position as a provider of technology services within Nordic e-commerce. As one of only eight companies in Sweden, Lybe has now attained the title as an official Shopify Plus Partner, and simultaneously becomes the first Swedish agency with an experienced, dedicated B2B team.

In recent years, Shopify has expanded its offering to larger corporate clients with a strong focus on the B2B segment. Today, the platform provides functionality supporting complex business workflows, customized pricing, customer-specific catalogs, and global markets - all with the flexibility and performance that have made Shopify a world leader in e-commerce.

By combining its new status as a Shopify Plus Partner with extensive experience in digital B2B solutions, Lybe can offer Nordic companies tailored solutions that enable fast implementation, global reach, and low total cost of ownership (TCO).

"We bring many years of experience in creating digital B2B solutions that drive growth and streamline our customers' processes. With Shopify's new B2B focus and our dedicated expert team, we can now deliver these solutions faster and with greater business impact than ever before," says Håkan Jonsson Bodvar, CEO of Lybe Sweden AB.

This initiative strengthens the position of both Lybe and Refine Group as leading partners for Nordic companies seeking to scale their B2B initiatives without compromising on flexibility, performance, or customer experience.

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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.