

PRESS RELEASE

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Polygiene Expands in the Americas with Key Focus on the Brazilian Market

Polygiene enters Brazil, the fifth largest textile producer in the world, with two Sao Paulo based key representatives brought on board to launch the global leader in Stays Fresh technology.

In addition, Polygiene will sign an agreement with a local distributor to serve this dynamic market that mainly has a domestic fulfilment with their textile and apparel sector.

Brazil is by far the most important market to target in Latin America with a rising economic power, even despite the recent economic challenges the country has faced. Several reasons make Brazil a key potential market for Polygiene; the climate, a population of more than 200 million, and a GDP greater than the rest of the countries in the region.

“We are getting a terrific response when we are meeting companies, both in terms of our functionality as well as our sustainability story. Polygiene is seen as a perfect fit in this hot and humid climate. We are already in contact with a number of major potential partners and are hoping to close some important deals soon”, states Peter Sjösten, Vice President Commercial Operations Polygiene.

Polygiene is now also present with a local distributor in El Salvador, to cover the regions of Central America and Mexico.

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About Polygiene

Polygiene is the world-leading provider of odor control technology and Stays Fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 140 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Advisor.