



PRESS RELEASE REGULATORY INFORMATION

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Polygiene introduces odor control to ellesse through its collaboration with Japanese sports apparel giant Goldwin

Polygiene and Tokyo-based sportswear manufacturer Goldwin have expanded their collaboration to include the 2017 Spring/Summer Tennis Wear Collection for the Italian brand ellesse, in Japan. Thirty-four new products, or approximately 15 percent of the collection, will feature Polygiene Permanent Odor Control Technology. Goldwin holds the trademark rights for ellesse in Japan.



Polygiene's strategic partnership with Goldwin now extends odor control to a broader percentage of the Japanese sportswear manufacturer's extensive brand portfolio.

"We are very excited to work once again with our strategic partner Goldwin to provide odor-free ellesse tennis wear to discerning Japanese consumers," says Christian von Uthmann, CEO, Polygiene.

Beginning in early May, the ellesse 2017 Spring/Summer Tennis Wear Collection with Polygiene Permanent Odor Control Technology will be sold through 500 Goldwin retail stores, ellesse retail outlets and department stores throughout Japan as well as the [Goldwin Web Store](#). Goldwin forecasts sales of approximately 50,000 items from the ellesse S/S Tennis Wear Collection from sales start through July 2017.

This information is information that Polygiene AB (publ) is obliged to publish under the EU Market Abuse Regulation. The information was provided by the contact person below, for publication on 2017-04-27 at 08.30 CET.

For press images and more information, visit www.polygiene.com/ir.

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About Polygiene

Polygiene is the world-leading provider of odor control technology and Stay 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. More than 100 global premium brands have chosen to use Polygiene Odor Control Technology in their products. Established in 2006, the company is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its certified adviser.

About Goldwin Inc.

Goldwin manufactures and sells sportswear for men, women, and children to consumers in Japan. The company represents major global brands, including Goldwin, Speedo, ellesse, Canterbury, The North Face, Helly Hansen, as well as five store brands. GOLDWIN pioneers a new lifestyle and a new market by capitalizing on the synergy of quality, style, design, and value. At Goldwin, we breathe our passion for 'Sports First' into each and every one of our products to help consumers lead healthier and happier lives. Established in 1951, the company is listed on the Tokyo Stock Exchange.