

PRESS RELEASE

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Polygiene Partners with Chinese Particle Fever, a Designer Sports Brand Supported by Alibaba

Described as the first high-end designer sports brand in China, Particle Fever is pioneering this industry with insights on art, technology, culture and creativity. They work with international key opinion leaders and have a very strong social media community.

The company, founded in 2015, is backed by investors from veterans of Alibaba, Goldman Sachs, IDG and Uber/DIDI. Polygiene is included in all menswear and unisex lines and will be added to the female collection shortly.



Sales are mainly online, but also through luxury athleisure retailer Lane Crawford and a first flagship store in Shanghai, with a second opening soon in Beijing. A future expansion into the US market is also on the agenda.

" We are very excited to start working with this extraordinary Chinese brand. We see Asia as a strategic and important market. As the sport and outdoor lifestyle is growing fast in this area, Particle Fever has a great growth potential. We are following their development with great interest", states Polygiene CEO, Christian von Uthmann.

" Polygiene adds an important functionality to our products and is a strong ingredient brand with their Stays Fresh Technology. We also share the same target with a high-value audience. The added angle on sustainability through the Wear More. Wash Less® message is becoming more important in the Chinese market" says Julianne Zhu, Marketing Director of Particle Fever.

For more information visit <http://www.pafev.com> or contact Julianne Zhu, Marketing Director, Particle Fever, e-mail: Julianne@pafev.com

For press images and more information visit ir.polygiene.com or contact:

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About Particle Fever

Particle Fever is a recently very quick-growing experimental independent sportswear label in China. The brand, established in 2015, focuses on an eccentric approach to sportswear, breaking through the traditional design of sportswear in an avant-garde way. Particle Fever is not only scientific-driven, but also practices pioneering projects related to sportswear, with multiple insights of arts, music, installations and culture. The brand has over 200,000 followers and constantly produces unique projects that go viral on social media. Particle Fever fan base draws A-list celebrities and icons worldwide.

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 100 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.