



PRESS RELEASE

Malmö, March 21, 2017

Polygiene in strategic partnership with Japanese Goldwin and its brand THE NORTH FACE

The first product launch concerns five different types of sock models that are included in the THE NORTH FACE spring and summer collection 2017. The socks have the added value of Polygenes Odor Control Technology.

Japanese Goldwin holds the trademark rights for THE NORTH FACE in Japan and The Republic of Korea, and has a strategic partnership with THE NORTH FACE Inc. (US) to develop the brand's business in these countries.

"We have great expectations for our long-term partnership with Goldwin in the years to come. They have an interesting brand portfolio of Japanese consumer sport brands. Asian consumers purchasing power is on the rise and the demand for sport garments and goods are big in Japan", says Christian von Uthmann, CEO at Polygiene.

Goldwin is based in Tokyo and holds and develops a number of premium brands within Sport and Leisure, THE NORTH FACE among others. They sell and produces products for the Japanese and South Korean markets. These Polygiene treated socks will be sold in the Goldwin web shop, in Goldwin/THE NORTH FACE stores and in Japanese department stores beginning spring 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 2017-03-02 at 07:45 CET.

For press images and more information visit <http://ir.polygiene.com/en/press/>

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For more information about Goldwin visit <http://www.goldwin.co.jp/en/corporate/info/ir>



About Polygiene

[Polygiene](#) Odor Control Technology is a world-leading technology for odor control. The company is recognized as the global provider of Stay Fresh solutions for clothing, sports equipment, lifestyle textiles and other materials. 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 in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Remium Nordic AB acts as its Certified Adviser.

About THE NORTH FACE

Launched in 1966 in San Francisco, California. Since then it has established itself as one of the most trusted outdoor brands in the world, constantly pushing the technological envelope to new frontiers. Its signature lineups include high-end sleeping bags made with an abundance of high-quality goose down; Sierra Parkas, the origin of all down parkas; and Oval Intention, the world's first dome tent. Each of these is a testament to its relentless pursuit of high quality and performance.

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THE NORTH FACE Japanese Web shop: <http://www.goldwin.co.jp/tnf/>