

PRESS RELEASE

Malmö, April 25, 2017

Polygiene expands its collaboration with ZSH in China

Polygiene expands its strategic collaboration with Chinese towel manufacturer ZSH. ZSH offers China's emerging middle class, which has experienced explosive growth in recent years, high-quality, affordable towels solely through its major presence on the country's vast online shopping portals.

Polygiene and ZSH struck up a partnership in 2015 as the company streamlined its vast product offering to focus on producing the humble towel for direct-to-consumer online sales. Polygiene Odor Control Technology with its Wear More, Wash Less® feature offers clear advantages for Chinese consumers who want to launder towels less and save time and money. Polygiene keeps towels fresh by getting rid of odor-causing bacteria that can settle into the towel fibers.



"Online shopping in China is big business. We have been able to capitalize on the fact that China's middle class use online channels to buy everything – and that our customers want quality towels with anti-bacterial and odor control features, which make their lives easier," says Zhu Zhijun, founder and CEO of ZSH. "Our customers appreciate that they do not have to wash their towels often, which is why we are deepening our alliance with Polygiene."

"We are thrilled to strengthen our partnership with ZSH. ZSH with its successful targeted product strategy is an excellent brand partner for Polygiene," says Christian von Uthmann, CEO, Polygiene. "Our extended collaboration is a great opportunity to grow with ZSH. It also serves as proof that Polygiene Odor Control Technology adds value to the ZSH brand as well as to other Asian home textile brands."

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 2017-04-25 at 09.15 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 ZSH

ZHS offers high quality, yet affordable, towels to the Chinese middle class exclusively through online channels. ZSH is the first towel manufacturer to use only long-staple cotton in its products. The company is the official towel supplier for the 2016 G20 Hangzhou Summit. ZSH has received three consecutive rounds of investment from Shunwei, Xiaomi and JD.com.