



PRESS RELEASE / REGULATORY INFORMATION

Malmö, August 10, 2017

Hanesbrands chooses Polygiene for Champion athletic wear collection

Hanesbrands Japan Inc. is now working with Polygiene to offer consumers in Japan odor-free apparel in its iconic Champion 2017/18 Fall-Winter athletic wear collection – in total 70 different products for basketball, golf, training - as well as practice wear and socks.

To strengthen the brand's appeal to the consumers who wants more comfortable and functional wears, Hanesbrands in Japan is introducing Polygiene Permanent Odor Control Technology to its 2017/18 Champion athletic wear collection.

Champion apparel treated with Polygiene stays fresh and odor free. Sweat itself is odorless, but it creates the conditions that bacteria need to multiply on fabrics, and some of those bacteria produce odors. Polygiene stops the growth of odor-causing bacteria on fabrics, making it possible for people to wear Champion clothing longer and wash it less.

"We are proud that Hanesbrands Japan has added value to the Champion brand by introducing Polygiene permanent odor control technology to help garments stay fresh longer," Christian von Uthmann, CEO at Polygiene.

As many as 70 different Polygiene-treated products will be featured in the Champion 2017/18 athletic wear collections branded C-ODORLESS by Polygiene®. Hanesbrands Japan is also introducing Polygiene odor control technology to Champion practice wear and Champion Block Logo Series, Champion practice wear and Champion socks.

The collections are available in Japan online at www.hanesbrandsinc.jp/champion and in Champion retail stores nationwide.

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

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About Polygiene

Polygiene is the world-leading provider of permanent odor control technology and Stay Fresh™ solutions for clothing, sports equipment, fashion, home 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 Permanent 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.